

“Fuoco nero su fuoco bianco”

DATE: Sunday, October 19, 2025

LOCATION: San Giovanni in Persiceto, Emilia-Romagna, IT

Event Description

“Fuoco nero su fuoco bianco” is a premier festivals event in San Giovanni in Persiceto. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 34/100

Expected Attendance: 161 people

Event ID: Bp4LaiJ6r3WK8XwLx8

Hotel Demand Indicators

ADR Impact Index: 4.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 64 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.