

# "Genitori in Cantiere"

DATE: Wednesday, October 29, 2025  
LOCATION: Medicina, Emilia-Romagna, IT

## Event Description

"Genitori in Cantiere" is a premier performing-arts event in Medicina. 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:** performing-arts  
**Importance Rank:** 29/100  
**Expected Attendance:** 90 people  
**Event ID:** GaBPPqW7DR5VSZkq4X

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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