

# Giorgio Canali And Rossofuoco

DATE: Friday, November 14, 2025  
LOCATION: Mezzago, Lombardia, IT

## Event Description

Giorgio Canali And Rossofuoco is a premier concerts event in Mezzago. 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:** concerts

**Importance Rank:** 42/100

**Expected Attendance:** 384 people

**Event ID:** 8Exs8yi3bCmEUDB2Nw

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 154 across all properties

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