

# Giovashow

DATE: Thursday, December 18, 2025

LOCATION: Seregno, Lombardia, IT

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## Event Description

Giovashow is a premier performing-arts event in Seregno. 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:** 40/100

**Expected Attendance:** 314 people

**Event ID:** AX4znENF8n32sYv6Kb

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 126 across all properties

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

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<https://becircadian.com/events/giovashow>

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