

Heaven Summer Festival - TONY BOY + KID YUGI

DATE: Friday, August 22, 2025
LOCATION: Emilia-Romagna, IT

Event Description

Heaven Summer Festival - TONY BOY + KID YUGI is a premier festivals event in the region. 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: 60/100
Expected Attendance: 3,000 people
Event ID: 34cn2GbGVnHxBrbKDh

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 1,200 across all properties

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