

# HERe&Now. Percorsi di genere, scoperte di valore

DATE: Wednesday, October 8, 2025  
LOCATION: Roma, Lazio, IT

---

## Event Description

HERe&Now. Percorsi di genere, scoperte di valore is a premier performing-arts event in Roma. 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:** 32/100

**Expected Attendance:** 130 people

**Event ID:** 4PQNQoHR2Nrh4B8JFr

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 52 across all properties

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