

# HOT CUE SZN 2 (opening party)

DATE: Friday, September 26, 2025

LOCATION: Florence, IT

## Event Description

HOT CUE SZN 2 (opening party) is a premier community event in Florence. 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:** community

**Importance Rank:** 38/100

**Expected Attendance:** 250 people

**Event ID:** 3gHpBGpXa6eoWoEKoC

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 100 across all properties

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