

# HYDE: CuboMagia

DATE: Saturday, January 17, 2026

LOCATION: Busca, Piemonte, IT

## Event Description

HYDE: CuboMagia is a premier performing-arts event in Busca. 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:** 34/100

**Expected Attendance:** 157 people

**Event ID:** Bc6BwsUBNSt8KyCjcM

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 63 across all properties

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