

ICONICA with CLUB VENUS - Paestum Edition

DATE: Saturday, August 23, 2025
LOCATION: Licinella-Torre di Paestum, Campania, IT

Event Description

ICONICA with CLUB VENUS - Paestum Edition is a premier concerts event in Licinella-Torre di Paestum. 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: concerts

Importance Rank: 37/100

Expected Attendance: 235 people

Event ID: 3iGFC7PA394FNmkcJ

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 94 across all properties

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

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