

I'mpreparato - Antonio Juliano

DATE: Friday, August 22, 2025

LOCATION: Nardò, Puglia, IT

Event Description

I'mpreparato - Antonio Juliano is a premier performing-arts event in Nardò. 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: 40/100

Expected Attendance: 334 people

Event ID: Whqz8pgE5Lb4x7GzUS

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 134 across all properties

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