

IMPROVE - IMPROVVISAZIONE TEATRALE | TEATRO

DATE: Tuesday, September 16, 2025
LOCATION: Torino, Piemonte, IT

Event Description

IMPROVE - IMPROVVISAZIONE TEATRALE | TEATRO is a premier performing-arts event in Torino. 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: 39/100

Expected Attendance: 287 people

Event ID: 6tb63iJhwpvdPsKooU

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 115 across all properties

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