

# In viaggio con Luca Sofri e la musica che gira intorno

DATE: Monday, November 24, 2025  
LOCATION: Sant'Alessandro, Lombardia, IT

## Event Description

In viaggio con Luca Sofri e la musica che gira intorno is a premier conferences event in Sant'Alessandro. 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:** conferences

**Importance Rank:** 27/100

**Expected Attendance:** 74 people

**Event ID:** 6Lw8WYEzEV2N7d2rKS

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 30 across all properties

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