

# IO CANTO PER TE

DATE: Saturday, October 18, 2025

LOCATION: Crema, Lombardia, IT

## Event Description

IO CANTO PER TE is a premier performing-arts event in Crema. 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:** 42/100

**Expected Attendance:** 378 people

**Event ID:** 4nALNsAPkpTPXYnCuQ

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 151 across all properties

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

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<https://becircadian.com/events/io-canto-per-te>

Document generated on 6/3/2026, 10:53:51 PM