

IVREATRONIC - Locus sounds like sea

DATE: Saturday, August 16, 2025
LOCATION: Torre Canne, Puglia, IT

Event Description

IVREATRONIC - Locus sounds like sea is a premier concerts event in Torre Canne. 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: 49/100

Expected Attendance: 867 people

Event ID: HK2USzshjqYDmNgdvK

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 347 across all properties

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