

# J+ LIVE Convention| Roma, 15-16 Novembre 2025

DATE: Saturday, November 15, 2025  
LOCATION: Rome, IT

## Event Description

J+ LIVE Convention| Roma, 15-16 Novembre 2025 is a premier conferences event in Rome. 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:** 42/100

**Expected Attendance:** 414 people

**Event ID:** DRffWrtihwh5gcTQzE

## 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:** 166 across all properties

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