

# LA MUSICA CHE FA BENE AL CUORE

DATE: Sunday, November 23, 2025

LOCATION: Torino, Piemonte, IT

## Event Description

LA MUSICA CHE FA BENE AL CUORE is a premier concerts 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:** concerts

**Importance Rank:** 40/100

**Expected Attendance:** 331 people

**Event ID:** 8TvsZ9Ws7bn4HxDpJK

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 132 across all properties

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