

# La Rocca - IV Edizione "Il Marchio dell'Assoluta"

DATE: Saturday, September 27, 2025  
LOCATION: Porto San Giorgio, Marche, IT

## Event Description

La Rocca - IV Edizione "Il Marchio dell'Assoluta" is a premier festivals event in Porto San Giorgio. 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:** festivals

**Importance Rank:** 45/100

**Expected Attendance:** 554 people

**Event ID:** 7sJ3KKXUkBtPHySHvW

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 222 across all properties

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