

# L'Impératrice, Alt à Gün, DJ Tennis, and 4 others

DATE: Saturday, September 13, 2025  
LOCATION: Rome, IT

## Event Description

L'Impératrice, Alt à Gün, DJ Tennis, and 4 others is a premier concerts 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:** concerts

**Importance Rank:** 48/100

**Expected Attendance:** 819 people

**Event ID:** E6o2N2noqxyLdNmWii

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 328 across all properties

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