

# LORENZO MARAGONI | Live Poetry

DATE: Wednesday, September 3, 2025  
LOCATION: Bologna, Emilia-Romagna, IT

## Event Description

LORENZO MARAGONI | Live Poetry is a premier festivals event in Bologna. 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:** 30/100

**Expected Attendance:** 101 people

**Event ID:** f7yZ4rE6UmuxKKFin4

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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

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<https://becircadian.com/events/lorenzo-maragoni-live-poetry>

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