

Luca Barbarossa

DATE: Sunday, December 28, 2025

LOCATION: Roma, Lazio, IT

Event Description

Luca Barbarossa is a premier concerts event in Roma. 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: 47/100

Expected Attendance: 697 people

Event ID: CabX3qY5a5YWL86izU

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 279 across all properties

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