

MAGIC - Il Family Show di Natale - con Erix Logan e Sara Maya

DATE: Friday, December 26, 2025
LOCATION: Brescia, Lombardia, IT

Event Description

MAGIC - Il Family Show di Natale - con Erix Logan e Sara Maya is a premier performing-arts event in Brescia. 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: performing-arts
Importance Rank: 55/100
Expected Attendance: 1,720 people
Event ID: 4cmC9ipRCCqwcLiwq8

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 688 across all properties

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