

Massaggio neonatale - Chicco Baby Academy

DATE: Thursday, November 20, 2025
LOCATION: Orio al Serio, Lombardia, IT

Event Description

Massaggio neonatale - Chicco Baby Academy is a premier performing-arts event in Orio al Serio. 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: 35/100

Expected Attendance: 175 people

Event ID: 3vzvxRi7h8t5uwF9js

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 70 across all properties

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