

Matthew Lee

DATE: Friday, December 19, 2025
LOCATION: Ascoli Piceno, Marche, IT

Event Description

Matthew Lee is a premier concerts event in Ascoli Piceno. 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: 684 people

Event ID: 6MYHhjrgdK6LfZzrH

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: 274 across all properties

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