# ON STAGE

DATE: Saturday, November 29, 2025
LOCATION: Santa Margherita Ligure, Liguria, IT

## Event Description

ON STAGE is a premier performing-arts event in Santa Margherita Ligure. 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:** 178 people
**Event ID:** Hi8riMKFgoYXL65UBy

## 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:** 71 across all properties

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