

# Once Upon The Air: An Acrobatic Theatre Experience Inspired By Fairytales

DATE: Wednesday, December 17, 2025  
LOCATION: Lisboa, Lisboa, PT

## Event Description

Once Upon The Air: An Acrobatic Theatre Experience Inspired By Fairytales is a premier performing-arts event in Lisboa. 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:** 24/100

**Expected Attendance:** 51 people

**Event ID:** EcstxcG4zUHoKqUk9y

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 20 across all properties

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