

OPERA – CARMEN

DATE: Thursday, October 2, 2025
LOCATION: Cremona, Lombardia, IT

Event Description

OPERA – CARMEN is a premier performing-arts event in Cremona. 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: 51/100
Expected Attendance: 1,100 people
Event ID: ivhWy2wQ2y9DZ2GZoV

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 440 across all properties

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