

OPERA - DON QUICHOTTE

DATE: Thursday, January 22, 2026
LOCATION: Cremona, Lombardia, IT

Event Description

OPERA - DON QUICHOTTE 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: 41/100

Expected Attendance: 353 people

Event ID: DgTEtJNKtNvYs8czfK

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 141 across all properties

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