

# ORIENT/OCCIDENT

DATE: Sunday, August 31, 2025  
LOCATION: Viterbo, Lazio, IT

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## Event Description

ORIENT/OCCIDENT is a premier festivals event in Viterbo. 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:** festivals  
**Importance Rank:** 27/100  
**Expected Attendance:** 72 people  
**Event ID:** 6RH2fzNk722A4hfFL5

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 29 across all properties

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

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