

PACHAMAMA GRAVEL RIDES - RIVIERA

DATE: Saturday, September 6, 2025
LOCATION: Santa Monica-Cella, Emilia-Romagna, IT

Event Description

PACHAMAMA GRAVEL RIDES - RIVIERA is a premier festivals event in Santa Monica-Cella. 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: 35/100

Expected Attendance: 169 people

Event ID: DNJGqk3HDPu5Axu5ci

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: 68 across all properties

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

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