

# Pedalata Lenta "5 km in 5 ore" // Festival del Ciclista Lento 2025

DATE: Saturday, October 25, 2025  
LOCATION: Ferrara, Emilia-Romagna, IT

## Event Description

Pedalata Lenta "5 km in 5 ore" // Festival del Ciclista Lento 2025 is a premier festivals event in Ferrara. 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:** 45/100  
**Expected Attendance:** 575 people  
**Event ID:** AGU6H7yWgtSRFy2apR

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 230 across all properties

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