

PIETRAGALLA BARBARA

DATE: Tuesday, January 20, 2026
LOCATION: Lille, Hauts-de-France, FR

Event Description

PIETRAGALLA BARBARA is a premier performing-arts event in Lille. 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: 47/100

Expected Attendance: 723 people

Event ID: 542jv4rHnL9Gn5d53o

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 289 across all properties

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