

# Rally Città di Taormina

DATE: Friday, October 17, 2025

LOCATION: Mazzarò, Sicilia, IT

## Event Description

Rally Città di Taormina is a premier sports event in Mazzarò. 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:** sports

**Importance Rank:** 70/100

**Expected Attendance:** 9,998 people

**Event ID:** BZPrPw5KLbsnf8tP9W

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,999 across all properties

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

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<https://becircadian.com/events/rally-citt-di-taormina>

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