

Rocco Hunt at Unipol Forum

DATE: Monday, October 6, 2025
LOCATION: Assago, Lombardia, IT

Event Description

Rocco Hunt at Unipol Forum is a premier concerts event in Assago. 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: concerts

Importance Rank: 66/100

Expected Attendance: 6,607 people

Event ID: 9zokwQ45HZhkhQD4AR

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,643 across all properties

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

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Document generated on 6/4/2026, 7:28:18 AM