

ROME INTERNATIONAL ART FAIR 2025 – 16TH EDITION

DATE: Friday, September 19, 2025
LOCATION: Roma, Lazio, IT

Event Description

ROME INTERNATIONAL ART FAIR 2025 – 16TH EDITION is a premier festivals event in Roma. 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: 32/100

Expected Attendance: 133 people

Event ID: HkPmc4F99Jp9bAtxjp

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 53 across all properties

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