

# Romeo & Giulietta | Un Amore al Buio

DATE: Saturday, October 18, 2025  
LOCATION: Ascoli Piceno, Marche, IT

## Event Description

Romeo & Giulietta | Un Amore al Buio is a premier performing-arts event in Ascoli Piceno. 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:** 42/100  
**Expected Attendance:** 400 people  
**Event ID:** E8gJfGevuYiXyg4aov

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 160 across all properties

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