

Rose Villain

DATE: Thursday, August 21, 2025
LOCATION: Lignano Sabbiadoro, Friuli-Venezia Giulia, IT

Event Description

Rose Villain is a premier concerts event in Lignano Sabbiadoro. 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: 52/100

Expected Attendance: 1,255 people

Event ID: 7zmZG7nxTvqgns6kNp

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 502 across all properties

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