

Sam Ruffillo and Harmonic

DATE: Sunday, September 21, 2025

LOCATION: Trani, IT

Event Description

Sam Ruffillo and Harmonic is a premier concerts event in Trani. 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: 44/100

Expected Attendance: 493 people

Event ID: A6Qp2rVzBFQ65YjcKx

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 197 across all properties

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