

# SERATA FINALE AWB

DATE: Monday, October 27, 2025  
LOCATION: Gradisca d'Isonzo, Friuli-Venezia Giulia, IT

## Event Description

SERATA FINALE AWB is a premier performing-arts event in Gradisca d'Isonzo. 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:** 29/100

**Expected Attendance:** 92 people

**Event ID:** GRHi4E6zUD7w4Ld4dQ

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 37 across all properties

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