SHAKESPEARE - L'essenza dell'uomo

DATE: Sunday, January 18, 2026
LOCATION: Puglia, IT

Event Description

SHAKESPEARE - L'essenza dell'uomo is a premier performing-arts event in the region. 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: 34/100
Expected Attendance: 152 people
Event ID: HwdfY8us7WqP4t4Qm4

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 61 across all properties

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