

# Sogni di tutti i colori

DATE: Saturday, August 23, 2025

LOCATION: Calabria, IT

## Event Description

Sogni di tutti i colori 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:** 32/100

**Expected Attendance:** 119 people

**Event ID:** CeEFfRRyEJEDopte4Y

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 48 across all properties

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

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<https://becircadian.com/events/sogni-di-tutti-i-colori>

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