

SPECIE ALIENE: LE PIANTE CHE CAMBIANO IL MONDO

DATE: Saturday, October 4, 2025
LOCATION: Lucca, Toscana, IT

Event Description

SPECIE ALIENE: LE PIANTE CHE CAMBIANO IL MONDO is a premier festivals event in Lucca. 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: festivals

Importance Rank: 32/100

Expected Attendance: 119 people

Event ID: Fkpc7GapjerW5WBSE

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.