

# Spettacolo LO SPECCHIO

DATE: Sunday, January 25, 2026

LOCATION: Lombardia, IT

## Event Description

Spettacolo LO SPECCHIO 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:** 30/100

**Expected Attendance:** 103 people

**Event ID:** 5Emh6bRUu96bgBsL3y

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 41 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/spettacolo-lo-specchio>

Document generated on 6/3/2026, 10:57:39 PM