

# Studio Murena and But Beautiful

DATE: Saturday, September 27, 2025  
LOCATION: Arco, Trentino-Alto Adige, IT

## Event Description

Studio Murena and But Beautiful is a premier concerts event in Arco. 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:** concerts

**Importance Rank:** 40/100

**Expected Attendance:** 313 people

**Event ID:** ENHvxCoejVu8BzW7B2

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 125 across all properties

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