

# Suono come materia / Sound as matter

DATE: Sunday, November 16, 2025  
LOCATION: Reggio Emilia, Emilia-Romagna, IT

---

## Event Description

Suono come materia / Sound as matter is a premier conferences event in Reggio Emilia. 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:** conferences

**Importance Rank:** 26/100

**Expected Attendance:** 64 people

**Event ID:** KLDkEor7Rdxbipty4k

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 26 across all properties

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

---