

SurfWeek MeetUp Festival

DATE: Thursday, October 2, 2025
LOCATION: Marina di Bibbona, Toscana, IT

Event Description

SurfWeek MeetUp Festival is a premier festivals event in Marina di Bibbona. 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: 51/100

Expected Attendance: 1,100 people

Event ID: 38EN56nAdAYBHiE9YE

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 440 across all properties

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

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<https://becircadian.com/events/surfweek-meetup-festival>

Document generated on 6/4/2026, 1:43:40 AM