

# The Wants and But Beautiful

DATE: Friday, October 3, 2025  
LOCATION: Bolzano, Trentino-Alto Adige, IT

---

## Event Description

The Wants and But Beautiful is a premier concerts event in Bolzano. 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:** 47/100

**Expected Attendance:** 722 people

**Event ID:** BjUcyh86uS3K4c2T8A

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 289 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/the-wants-and-but-beautiful>

Document generated on 6/4/2026, 1:36:30 AM