

Todd Terry, Joe Smooth, and Ron Carroll

DATE: Monday, August 18, 2025
LOCATION: Baia Domizia, Campania, IT

Event Description

Todd Terry, Joe Smooth, and Ron Carroll is a premier concerts event in Baia Domizia. 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: 50/100

Expected Attendance: 1,048 people

Event ID: zNPCJ8ATY7g7Tn2PfV

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: 419 across all properties

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