

Umbria terra di birra: viaggio tra tradizione e territorio

DATE: Friday, October 10, 2025
LOCATION: Città di Castello, Umbria, IT

Event Description

Umbria terra di birra: viaggio tra tradizione e territorio is a premier festivals event in Città di Castello. 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: 33/100

Expected Attendance: 143 people

Event ID: FFbkWjfPMteE2as8yp

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 57 across all properties

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