

Valerio Scanu

DATE: Thursday, December 11, 2025

LOCATION: Roma, Lazio, IT

Event Description

Valerio Scanu is a premier concerts event in Roma. 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: 1,026 people

Event ID: AXSsaVTX7EG7A9a573

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: 410 across all properties

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