

Valle d'Itria Guitar Festival - Adriano Del Sal, chitarra solista

DATE: Saturday, September 20, 2025
LOCATION: Martina Franca, Puglia, IT

Event Description

Valle d'Itria Guitar Festival - Adriano Del Sal, chitarra solista is a premier performing-arts event in Martina Franca. 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: performing-arts
Importance Rank: 41/100
Expected Attendance: 349 people
Event ID: 5En5tCJYEiFVVqjsrX

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 140 across all properties

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