

# Valle d'Itria Guitar Festival - Duo Variandi

DATE: Sunday, September 21, 2025  
LOCATION: Martina Franca, Puglia, IT

## Event Description

Valle d'Itria Guitar Festival - Duo Variandi 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:** 367 people

**Event ID:** EN9dvcLaqgWVQpkohD

## 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:** 147 across all properties

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