

# Valle d'Itria Guitar Festival - Giovanni Masi chitarra solista

DATE: Friday, September 19, 2025  
LOCATION: Cisternino, Puglia, IT

## Event Description

Valle d'Itria Guitar Festival - Giovanni Masi chitarra solista is a premier performing-arts event in Cisternino. 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:** 40/100

**Expected Attendance:** 317 people

**Event ID:** FnV8PB3vJkUiV3sw3

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 127 across all properties

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