

# VIRUS - STRAIN\_02

DATE: Sunday, December 7, 2025

LOCATION: Grassina, Toscana, IT

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## Event Description

VIRUS - STRAIN\_02 is a premier concerts event in Grassina. 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:** 31/100

**Expected Attendance:** 109 people

**Event ID:** FXfLhre5Ref7A7RHmE

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 44 across all properties

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