

# VISIONI MUSICALI 2025 al LUMEN @ CONCERTO TOBEES

DATE: Sunday, August 24, 2025  
LOCATION: Firenze, Toscana, IT

## Event Description

VISIONI MUSICALI 2025 al LUMEN @ CONCERTO TOBEES is a premier performing-arts event in Firenze. 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:** 36/100

**Expected Attendance:** 201 people

**Event ID:** GSwwHqcAMf6HqPK7xn

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 80 across all properties

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