

# Volcanic eruption - Europe - Italy

DATE: Friday, August 29, 2025

LOCATION: Sicily, IT

## Event Description

Volcanic eruption - Europe - Italy is a premier disasters event in the region. 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:** disasters

**Importance Rank:** 21/100

**Expected Attendance:** 10,000 people

**Event ID:** Ez2fhJRkkZrzXBvvX5

## Hotel Demand Indicators

**ADR Impact Index:** 3.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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