

# Xabier Iriondo, Laura Agnusdei, Alsogood, and Lorenzo Morresi

DATE: Thursday, November 13, 2025  
LOCATION: Novara, Piemonte, IT

## Event Description

Xabier Iriondo, Laura Agnusdei, Alsogood, and Lorenzo Morresi is a premier concerts event in Novara. 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:** 46/100

**Expected Attendance:** 652 people

**Event ID:** Fp3hHYLt8c2QjT3TVV

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 261 across all properties

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