

6th Annual SU2 Conference & Turbo Workshop

DATE: Monday, September 29, 2025
LOCATION: Varenna, Lombardia, IT

Event Description

6th Annual SU2 Conference & Turbo Workshop is a premier conferences event in Varenna. 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: conferences

Importance Rank: 44/100

Expected Attendance: 500 people

Event ID: DTMat3h3VoqiApNJUF

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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