

Adcom Over IP

DATE: Saturday, October 4, 2025
LOCATION: Bologna, Emilia-Romagna, IT

Event Description

Adcom Over IP is a premier expos event in Bologna. 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: expos

Importance Rank: 51/100

Expected Attendance: 1,092 people

Event ID: 9TC4V2c9nCE4H9NUuW

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 437 across all properties

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