

AI OGGI: Trasforma la tua vita & il tuo lavoro

DATE: Thursday, October 30, 2025
LOCATION: Desenzano del Garda, Lombardia, IT

Event Description

AI OGGI: Trasforma la tua vita & il tuo lavoro is a premier conferences event in Desenzano del Garda. 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: 41/100

Expected Attendance: 341 people

Event ID: 6Ev844FY5JDap9vxPS

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 136 across all properties

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