

AND SPECIAL SALE: JEANS A 10 EURO

DATE: Friday, October 17, 2025
LOCATION: San Lazzaro di Savena, Emilia-Romagna, IT

Event Description

AND SPECIAL SALE: JEANS A 10 EURO is a premier expos event in San Lazzaro di Savena. 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: 64/100

Expected Attendance: 5,205 people

Event ID: L2RzWQH2x2JRrPiPVt

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,082 across all properties

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