

BETTER LIFE - Healthy business opportunity - IGEA MARINA

DATE: Monday, August 25, 2025
LOCATION: Bellaria-Igea Marina, Emilia-Romagna, IT

Event Description

BETTER LIFE - Healthy business opportunity - IGEA MARINA is a premier conferences event in Bellaria-Igea Marina. 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: 29/100

Expected Attendance: 90 people

Event ID: 9Go94VKc7Ycb6CVhLd

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 36 across all properties

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