

Brand Forward: l'evoluzione dei Brand, tra algoritmi e autenticità

DATE: Wednesday, November 5, 2025
LOCATION: Bologna, Emilia-Romagna, IT

Event Description

Brand Forward: l'evoluzione dei Brand, tra algoritmi e autenticità is a premier conferences 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: conferences

Importance Rank: 43/100

Expected Attendance: 450 people

Event ID: 398U9AxTdVtevQaWK6

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: 180 across all properties

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