

# Breve storia del clima in Italia - con Luca Mercalli

DATE: Thursday, October 30, 2025  
LOCATION: Torino, Piemonte, IT

## Event Description

Breve storia del clima in Italia - con Luca Mercalli is a premier conferences event in Torino. 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:** 32/100

**Expected Attendance:** 125 people

**Event ID:** DbWKdbz9Rf8WwHQSTm

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 50 across all properties

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