

# Casa Moderna

DATE: Thursday, October 2, 2025

LOCATION: Udine, IT

## Event Description

Casa Moderna is a premier expos event in Udine. 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:** 70/100

**Expected Attendance:** 10,200 people

**Event ID:** DdkdCkizefGQC2eSQv

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,080 across all properties

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