

DMO Riviera e Borghi del Piceno - incontro plenario

DATE: Friday, October 24, 2025
LOCATION: San Benedetto del Tronto, Marche, IT

Event Description

DMO Riviera e Borghi del Piceno - incontro plenario is a premier conferences event in San Benedetto del Tronto. 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: 39/100

Expected Attendance: 267 people

Event ID: HkFp7uryA5YVYhr7dQ

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 107 across all properties

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