

# Earth Emergency. Marco Paolini: The Atlas of the Shores and the Opening of the Paolo Maini Exhibition

DATE: Wednesday, October 22, 2025

LOCATION: Lugano, CH

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## Event Description

Earth Emergency. Marco Paolini: The Atlas of the Shores and the Opening of the Paolo Maini Exhibition is a premier conferences event in Lugano. 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:** 30/100

**Expected Attendance:** 100 people

**Event ID:** 9hQjXVBHMKwqmCMUbM

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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

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<https://becircadian.com/events/earth-emergency-marco-paolini-the-atlas-of-the-shores-and-the-opening-of-the-paolo-maini-exhibition>

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