

# Fieragricola 2026

DATE: Tuesday, January 27, 2026

LOCATION: Verona, Veneto, IT

## Event Description

Fieragricola 2026 is a premier expos event in Verona. 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:** 71/100

**Expected Attendance:** 11,327 people

**Event ID:** 5aSJsgmza9akgXJM2L

## 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:** 4,531 across all properties

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