

From the Planetarium to Infinity: Exploring the Universe with the Human Gaze

DATE: Thursday, November 13, 2025
LOCATION: Bologna, Emilia-Romagna, IT

Event Description

From the Planetarium to Infinity: Exploring the Universe with the Human Gaze is a premier expos event in Bologna. 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: 30/100

Expected Attendance: 100 people

Event ID: HiWmsdp53HG9d2EvcS

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.