

# Inaugurazione Showroom Volkswagen Fratelli Giacomel

DATE: Saturday, September 27, 2025  
LOCATION: San Martino Siccomario, Lombardia, IT

## Event Description

Inaugurazione Showroom Volkswagen Fratelli Giacomel is a premier expos event in San Martino Siccomario. 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:** 56/100

**Expected Attendance:** 1,907 people

**Event ID:** BWPH9FfFHvBBYGNQhq

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 763 across all properties

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