

International Trade Fair for Retail Promotions and Imports 2025

DATE: Saturday, September 20, 2025
LOCATION: Vedano al Lambro, Lombardia, IT

Event Description

International Trade Fair for Retail Promotions and Imports 2025 is a premier expos event in Vedano al Lambro. 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: 51/100

Expected Attendance: 1,120 people

Event ID: 3nBzea8RC6P3JFEn2Z

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 448 across all properties

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