

# ISTA Annual Congress

DATE: Thursday, September 18, 2025

LOCATION: Roma, Lazio, IT

## Event Description

ISTA Annual Congress is a premier conferences event in Roma. 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:** 40/100

**Expected Attendance:** 300 people

**Event ID:** 9edYBE4GtU4sTBtx7R

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 120 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/ista-annual-congress>

Document generated on 6/4/2026, 3:20:37 AM