

Italian Design Day

DATE: Tuesday, December 2, 2025
LOCATION: Sint-Niklaas, Vlaanderen, BE

Event Description

Italian Design Day is a premier conferences event in Sint-Niklaas. 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: 42/100

Expected Attendance: 396 people

Event ID: BoeLJQPx7PBtNemz9G

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 158 across all properties

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