

# IVIPRO DAY/Off - Prato

DATE: Friday, September 19, 2025

LOCATION: Prato, Toscana, IT

## Event Description

IVIPRO DAY/Off - Prato is a premier conferences event in Prato. 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:** 408 people

**Event ID:** 6npCx89hnhtJR9X5tg

## 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:** 163 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/ivipro-dayoff-prato>

Document generated on 6/3/2026, 11:57:26 PM