

K's TOUR - Lamezia Terme con Ness SpA

DATE: Friday, September 26, 2025
LOCATION: Lamezia Terme, Calabria, IT

Event Description

K's TOUR - Lamezia Terme con Ness SpA is a premier expos event in Lamezia Terme. 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: 41/100

Expected Attendance: 358 people

Event ID: CyoSxYcBzitiFVR8CZ

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 143 across all properties

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