

Lessona Days e Premio Lessona: COME TI RACCONTO LA SCIENZA

DATE: Saturday, October 11, 2025
LOCATION: Venaria Reale, Piemonte, IT

Event Description

Lessona Days e Premio Lessona: COME TI RACCONTO LA SCIENZA is a premier conferences event in Venaria Reale. 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: 28/100

Expected Attendance: 84 people

Event ID: 4anE65xJ2Y9zYPrLc5

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 34 across all properties

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