

LUXURY PIERCING GIOIELLI LA FENICE

DATE: Saturday, November 8, 2025

LOCATION: Varese, Lombardia, IT

Event Description

LUXURY PIERCING GIOIELLI LA FENICE is a premier expos event in Varese. 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: 57/100

Expected Attendance: 2,168 people

Event ID: EcAL9QkXZCDKp3sxRC

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 867 across all properties

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