

# MARMOMAC 2025

DATE: Monday, September 22, 2025  
LOCATION: Verona, Veneto, IT

## Event Description

MARMOMAC 2025 is a premier expos event in Verona. 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:** 66/100

**Expected Attendance:** 6,000 people

**Event ID:** A9DhPoHXkVYN6xDv2i

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,400 across all properties

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