

# mYak | Moving Sales: Filati Incredibili a Prezzi Speciali!

DATE: Friday, November 14, 2025  
LOCATION: Candia Canavese, Piemonte, IT

## Event Description

mYak | Moving Sales: Filati Incredibili a Prezzi Speciali! is a premier expos event in Candia Canavese. 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:** 42/100

**Expected Attendance:** 412 people

**Event ID:** Crzw7V7gaEwPMcAkfh

## 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:** 165 across all properties

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