

Open Day 2026/2027

DATE: Saturday, November 15, 2025

LOCATION: Mezzate, Lombardia, IT

Event Description

Open Day 2026/2027 is a premier conferences event in Mezzate. 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: 25/100

Expected Attendance: 59 people

Event ID: 6jmFBfCWLCRvXMtaVc

Hotel Demand Indicators

ADR Impact Index: 3.6x 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: 24 across all properties

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

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<https://becircadian.com/events/open-day-20262027>

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