

OPEN DAY / GRAFICA / 10.01.2026

DATE: Saturday, January 10, 2026
LOCATION: Chirignano-Zelarino, Veneto, IT

Event Description

OPEN DAY / GRAFICA / 10.01.2026 is a premier expos event in Chirignano-Zelarino. 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: 45/100

Expected Attendance: 576 people

Event ID: 7mY3htc7yjLJf6ix95

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 230 across all properties

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

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