

# Open day ScuolaTao Lugano

DATE: Saturday, October 18, 2025

LOCATION: Lugano, Ticino, CH

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## Event Description

Open day ScuolaTao Lugano is a premier expos event in Lugano. 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:** 55/100

**Expected Attendance:** 1,843 people

**Event ID:** FhPJVrgyQbPciDZjPA

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 737 across all properties

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