

Presentazione del progetto #REG4IA

DATE: Friday, October 10, 2025

LOCATION: Pisa, Tuscany, IT

Event Description

Presentazione del progetto #REG4IA is a premier conferences event in Pisa. 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: 42/100

Expected Attendance: 399 people

Event ID: HkvRaS9LLj6Kq29DJo

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: 160 across all properties

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