# Safety at Work with the Eyes of Virtual Reality (Session)

DATE: Tuesday, October 28, 2025
LOCATION: Bologna, Emilia-Romagna, IT

## Event Description

Safety at Work with the Eyes of Virtual Reality (Session) is a premier expos event in Bologna. 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:** 30/100
**Expected Attendance:** 100 people
**Event ID:** 7RhVB6C5CTH5P9RhAJ

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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