

SAIO WORLD POP UP FERRARA

DATE: Saturday, October 25, 2025
LOCATION: Ferrara, Emilia-Romagna, IT

Event Description

SAIO WORLD POP UP FERRARA is a premier expos event in Ferrara. 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: 51/100

Expected Attendance: 1,085 people

Event ID: 67yqqmztpdxxCe7e9e

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 434 across all properties

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