

The Arsenale Monaco – VIP Showroom Experience + Exclusive Gift

DATE: Friday, August 15, 2025
LOCATION: Monaco, MC

Event Description

The Arsenale Monaco – VIP Showroom Experience + Exclusive Gift is a premier expos event in Monaco. 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: 40/100
Expected Attendance: 299 people
Event ID: 6NUaxvj8MwS2jn9KqA

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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