

The Land of Merchants

DATE: Saturday, November 22, 2025
LOCATION: Bastia Umbra, Umbria, IT

Event Description

The Land of Merchants is a premier expos event in Bastia Umbra. 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: 70/100

Expected Attendance: 10,000 people

Event ID: AGCdbVC2pXTnZS85Gc

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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