

# UNCONVENTIONAL MARKET | Vol. X @ Forte Trionfale

DATE: Saturday, September 13, 2025  
LOCATION: Rome, IT

## Event Description

UNCONVENTIONAL MARKET | Vol. X @ Forte Trionfale is a premier expos event in Rome. 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:** 53/100

**Expected Attendance:** 1,396 people

**Event ID:** 8ShY4vyyUc72LW9t2f

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 558 across all properties

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