

VIRGIN ACTIVE BOLZANO | OPENING WEEKEND

DATE: Saturday, November 22, 2025
LOCATION: Bolzano, Trentino-Alto Adige, IT

Event Description

VIRGIN ACTIVE BOLZANO | OPENING WEEKEND is a premier expos event in Bolzano. 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: 60/100

Expected Attendance: 3,344 people

Event ID: HpBL6CqPvA9sq4cKWC

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,338 across all properties

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