

# 3za Do\$€ (LIVE) + DJ SET "MILANO"

DATE: Saturday, November 1, 2025

LOCATION: Milano, Lombardia, IT

## Event Description

3za Do\$€ (LIVE) + DJ SET "MILANO" is a premier concerts event in Milano. 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:** concerts

**Importance Rank:** 60/100

**Expected Attendance:** 3,000 people

**Event ID:** DzF94S65mexfsoiQ5j

## 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:** 1,200 across all properties

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