

Aimless

DATE: Friday, January 30, 2026
LOCATION: Busto Arsizio, Lombardia, IT

Event Description

Aimless is a premier concerts event in Busto Arsizio. 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: 41/100

Expected Attendance: 370 people

Event ID: HA7jv7mFru6QWuMZpk

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 148 across all properties

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