

Aka 7Even at Magazzini Generali

DATE: Tuesday, October 14, 2025

LOCATION: Milano, Lombardia, IT

Event Description

Aka 7Even at Magazzini Generali 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: 50/100

Expected Attendance: 1,035 people

Event ID: GNGB655njAdLH8tukQ

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 414 across all properties

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