

Anteprima Nuova BMW iX3 in BYmyCAR Milano

DATE: Friday, October 31, 2025
LOCATION: Milano, Lombardia, IT

Event Description

Anteprima Nuova BMW iX3 in BYmyCAR Milano is a premier expos 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: expos

Importance Rank: 54/100

Expected Attendance: 1,545 people

Event ID: 9wtWNU26j3fTbnnohD

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 618 across all properties

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