

ARMONIE DEL BENESSERE. VIAGGIO TRA SUONI ED EMOZIONI

DATE: Wednesday, September 17, 2025
LOCATION: Lainate, Lombardia, IT

Event Description

ARMONIE DEL BENESSERE. VIAGGIO TRA SUONI ED EMOZIONI is a premier concerts event in Lainate. 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: 33/100

Expected Attendance: 147 people

Event ID: 6gyzXNfRFqZ9PGWjmK

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 59 across all properties

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