

BEER & SOUND FESTIVAL Idroscalo Milano 2025

DATE: Friday, September 5, 2025
LOCATION: Novegro-Tregarezzo, Lombardia, IT

Event Description

BEER & SOUND FESTIVAL Idroscalo Milano 2025 is a premier festivals event in Novegro-Tregarezzo. 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: festivals

Importance Rank: 49/100

Expected Attendance: 938 people

Event ID: 3MzVRdMLuLTSzUScrD

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 375 across all properties

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