

# Bicocca Ogni MERCOLEDI SERA - TOAST SWING & STREET! 7a EDIZIONE!

DATE: Wednesday, September 24, 2025  
LOCATION: Lombardia, IT

## Event Description

Bicocca Ogni MERCOLEDI SERA - TOAST SWING & STREET! 7a EDIZIONE! is a premier concerts event in the region. 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:** 35/100

**Expected Attendance:** 174 people

**Event ID:** 5GE2VwZyjt4ULVNvg

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 70 across all properties

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