

# BROADWAY MUSICAL NIGHT - Quel Diavolo de La Prada

DATE: Saturday, October 18, 2025  
LOCATION: Milano, Lombardia, IT

## Event Description

BROADWAY MUSICAL NIGHT - Quel Diavolo de La Prada is a premier performing-arts 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:** performing-arts

**Importance Rank:** 31/100

**Expected Attendance:** 107 people

**Event ID:** Fwyqiw6gcCiYMZ8xnZ

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 43 across all properties

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