

BTXCafè - Episodio 2: "L'estetica dell'imperfezione" tra make-up e medicina

DATE: Thursday, September 18, 2025
LOCATION: Milano, Lombardia, IT

Event Description

BTXCafè - Episodio 2: "L'estetica dell'imperfezione" tra make-up e medicina is a premier conferences 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: conferences

Importance Rank: 42/100

Expected Attendance: 377 people

Event ID: 5XTk3wK7HtpRKcmyxQ

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 151 across all properties

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