

FAMILY BUSINESS®

DATE: Thursday, October 9, 2025
LOCATION: Milano, Lombardia, IT

Event Description

FAMILY BUSINESS® is a premier expos 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: expos
Importance Rank: 62/100
Expected Attendance: 3,824 people
Event ID: FNVKpjUx3xQT8ow7wP

Hotel Demand Indicators

ADR Impact Index: 6.8x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 1,530 across all properties

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