

Farmasi Tour Italy @ Milano

DATE: Sunday, September 28, 2025
LOCATION: San Donato Milanese, Lombardia, IT

Event Description

Farmasi Tour Italy @ Milano is a premier conferences event in San Donato Milanese. 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: 41/100

Expected Attendance: 342 people

Event ID: 5QERj5V27Pza9MPXGo

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 137 across all properties

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