

# Game Over at Magazzini Generali

DATE: Saturday, November 1, 2025

LOCATION: Milano, Lombardia, IT

## Event Description

Game Over at Magazzini Generali is a premier concerts 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:** concerts

**Importance Rank:** 48/100

**Expected Attendance:** 805 people

**Event ID:** Dj5hyDQ2jTXdxJzrr7

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 322 across all properties

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