

# GenB Festival

DATE: Sunday, November 23, 2025

LOCATION: Milano, Lombardia, IT

## Event Description

GenB Festival is a premier festivals 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:** festivals

**Importance Rank:** 54/100

**Expected Attendance:** 1,500 people

**Event ID:** DV6CqvrnG6UWjR35mS

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 600 across all properties

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

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<https://becircadian.com/events/genb-festival>

Document generated on 6/3/2026, 11:07:21 PM