Gin & Tonic Festival 2025 | Milano Summer Edition

DATE: Friday, August 29, 2025
LOCATION: Milano, Lombardia, IT

Event Description

Gin & Tonic Festival 2025 | Milano Summer Edition 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: 39/100
Expected Attendance: 287 people
Event ID: H9hVfWh9uUKBPy2obH

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 115 across all properties

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