

# I Feel Good 2025

DATE: Saturday, October 11, 2025

LOCATION: Milano, Lombardia, IT

## Event Description

I Feel Good 2025 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:** 38/100

**Expected Attendance:** 246 people

**Event ID:** 9PQawwTReKzzqGjXbj

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 98 across all properties

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

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<https://becircadian.com/events/i-feel-good-2025>

Document generated on 6/4/2026, 12:29:42 AM