

"Il mercante di storie" di Compagnia Equivochi

DATE: Saturday, September 20, 2025
LOCATION: Milano, Lombardia, IT

Event Description

"Il mercante di storie" di Compagnia Equivochi is a premier performing-arts 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: performing-arts

Importance Rank: 31/100

Expected Attendance: 111 people

Event ID: C7PjYK5QPeL7KFjbMs

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 44 across all properties

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