

InfoMilano | MILANO SPRITZ FESTIVAL - Ingresso Omaggio - IDROSCALO

DATE: Friday, September 19, 2025
LOCATION: Novegro-Tregarezzo, Lombardia, IT

Event Description

InfoMilano | MILANO SPRITZ FESTIVAL - Ingresso Omaggio - IDROSCALO is a premier festivals event in Novegro-Tregarezzo. 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: 46/100
Expected Attendance: 638 people
Event ID: HLbNEDoWn5JWobxC3p

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 255 across all properties

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