

Loco Dice and Mason Collective

DATE: Friday, October 10, 2025
LOCATION: Milano, Lombardia, IT

Event Description

Loco Dice and Mason Collective is a premier concerts 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: concerts

Importance Rank: 57/100

Expected Attendance: 2,361 people

Event ID: Hc23RKso86oiJKoPNJ

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 944 across all properties

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

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