

MAF – Milano Audiovisual Forum- Beyond content: News, Sport & Entertainment

DATE: Wednesday, October 8, 2025
LOCATION: Milano, Lombardia, IT

Event Description

MAF – Milano Audiovisual Forum- Beyond content: News, Sport & Entertainment is a premier conferences 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: conferences

Importance Rank: 41/100

Expected Attendance: 359 people

Event ID: CPtNCRSC4NMwP5g7kc

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 144 across all properties

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