

MAG TO MAG 2025 TALK: Impresa Rivista

DATE: Saturday, September 13, 2025

LOCATION: Milano, Lombardia, IT

Event Description

MAG TO MAG 2025 TALK: Impresa Rivista 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: 40/100

Expected Attendance: 330 people

Event ID: 5m4rXy3AtLtFeDNpEX

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 132 across all properties

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