

# MFW SS26 AND SSMAGAZINA

DATE: Wednesday, September 24, 2025  
LOCATION: Milano, Lombardia, IT

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## Event Description

MFW SS26 AND SSMAGAZINA is a premier expos 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:** expos

**Importance Rank:** 50/100

**Expected Attendance:** 1,049 people

**Event ID:** 93mbsD6iS3reDoE6sU

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 420 across all properties

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

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