

MILAN FASHION GALA @SMGlobalCatwalk FW World Tour – Sept 27th, 2025 (Sat)

DATE: Saturday, September 27, 2025
LOCATION: Milano, Lombardia, IT

Event Description

MILAN FASHION GALA @SMGlobalCatwalk FW World Tour – Sept 27th, 2025 (Sat) 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: 48/100

Expected Attendance: 811 people

Event ID: B8mgtRNGs9BJW5cdFp

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 324 across all properties

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