

Milano Beauty Week 2025 - Consulenze Hair Goldwell

DATE: Thursday, September 18, 2025
LOCATION: Milano, Lombardia, IT

Event Description

Milano Beauty Week 2025 - Consulenze Hair Goldwell 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: 1,044 people

Event ID: 97LpqLN6GNo7FVbonH

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: 418 across all properties

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