

# Milano Green Week | Botanica Temporanea @ BiM

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

## Event Description

Milano Green Week | Botanica Temporanea @ BiM 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:** 38/100

**Expected Attendance:** 250 people

**Event ID:** 6XeJfR76P39V7fwFj9

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 100 across all properties

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