

Milano Unica 2026

DATE: Monday, January 19, 2026
LOCATION: Parabiago, Lombardia, IT

Event Description

Milano Unica 2026 is a premier expos event in Parabiago. 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: 72/100

Expected Attendance: 12,000 people

Event ID: Ho3TpBQFEijdYoGSFa

Hotel Demand Indicators

ADR Impact Index: 7.6x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,800 across all properties

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