

Milano Whisky Festival & Rum Show 2025!

DATE: Saturday, November 29, 2025

LOCATION: Milano, Lombardia, IT

Event Description

Milano Whisky Festival & Rum Show 2025! is a premier festivals 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: festivals

Importance Rank: 52/100

Expected Attendance: 1,227 people

Event ID: FoLomkc5wkBsyrxwRE

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 491 across all properties

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