

# Mind Enterprises at Circolo Magnolia

DATE: Friday, February 6, 2026  
LOCATION: Segrate, Lombardia, IT

## Event Description

Mind Enterprises at Circolo Magnolia is a premier concerts event in Segrate. 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:** concerts

**Importance Rank:** 45/100

**Expected Attendance:** 546 people

**Event ID:** ArhYNbW7aDga9F9UAT

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 218 across all properties

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