

MULTI-BRAND POP-UP — Sabato 18 Ottobre @ REHUB

DATE: Saturday, October 18, 2025
LOCATION: Milano, Lombardia, IT

Event Description

MULTI-BRAND POP-UP — Sabato 18 Ottobre @ REHUB 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: 55/100

Expected Attendance: 1,719 people

Event ID: B9V8cnK4YREYdSkHUe

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 688 across all properties

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