

Neffa

DATE: Wednesday, November 5, 2025

LOCATION: Assago, Lombardia, IT

Event Description

Neffa is a premier concerts event in Assago. 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: 66/100

Expected Attendance: 6,369 people

Event ID: AzWCFwxsjzyjVsRWFu

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,548 across all properties

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