

# OUT OF THE BOX- MILAN

DATE: Saturday, October 18, 2025

LOCATION: Milano, Lombardia, IT

## Event Description

OUT OF THE BOX- MILAN 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:** 44/100

**Expected Attendance:** 528 people

**Event ID:** 8b4vRRvybKr5t3pdqc

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 211 across all properties

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

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Document generated on 6/4/2026, 7:33:03 AM