

# Parole, Musica, Poesia

DATE: Saturday, November 22, 2025

LOCATION: Milano, Lombardia, IT

## Event Description

Parole, Musica, Poesia is a premier conferences 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:** conferences

**Importance Rank:** 32/100

**Expected Attendance:** 127 people

**Event ID:** ACBW3Qgxj25btzuPdT

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 51 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/parole-musica-poesia>

Document generated on 6/4/2026, 5:49:40 AM