

Post Office Milano | Special Guest Umberto Smaila @ Ippodromo | YP

DATE: Thursday, September 18, 2025
LOCATION: Milano, Lombardia, IT

Event Description

Post Office Milano | Special Guest Umberto Smaila @ Ippodromo | YP is a premier performing-arts 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: performing-arts

Importance Rank: 50/100

Expected Attendance: 1,036 people

Event ID: 4CtC23HGXZ2erDR6V8

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 414 across all properties

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