

# Product Heroes Meetup #19 @Subito | Go-To-Market e PMM

DATE: Thursday, September 25, 2025  
LOCATION: Milano, Lombardia, IT

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## Event Description

Product Heroes Meetup #19 @Subito | Go-To-Market e PMM 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:** 39/100

**Expected Attendance:** 296 people

**Event ID:** 6Ur3ZUa52ksQikH5cR

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 118 across all properties

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

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