

# RITORNO A ME: Un pomeriggio esperienziale tra gioco, presenza e autenticità

DATE: Saturday, November 8, 2025

LOCATION: Milano, Lombardia, IT

## Event Description

RITORNO A ME: Un pomeriggio esperienziale tra gioco, presenza e autenticità 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:** 40/100

**Expected Attendance:** 300 people

**Event ID:** 6B9AHT3hHa38qEYk7q

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 120 across all properties

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

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<https://becircadian.com/events/ritorno-a-me-un-pomeriggio-esperienziale-tra-gioco-presenza-e-autenticit>

Document generated on 6/4/2026, 12:48:36 PM