

SAIO WORLD MILAN POP UP STORE

DATE: Saturday, November 15, 2025

LOCATION: Milano, Lombardia, IT

Event Description

SAIO WORLD MILAN POP UP STORE is a premier expos 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: expos

Importance Rank: 50/100

Expected Attendance: 1,015 people

Event ID: 44FW6DSwk3Hy5iuhUa

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: 406 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, 2:55:28 AM