

Silent Bob

DATE: Saturday, September 20, 2025
LOCATION: Sesto San Giovanni, Lombardia, IT

Event Description

Silent Bob is a premier concerts event in Sesto San Giovanni. 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: concerts

Importance Rank: 66/100

Expected Attendance: 6,281 people

Event ID: 4V9ZPGNVwtdHt9drHK

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,512 across all properties

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