

Smash Into Pieces, Make It Simple, and My Evil Twin

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

Event Description

Smash Into Pieces, Make It Simple, and My Evil Twin is a premier concerts 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: concerts

Importance Rank: 43/100

Expected Attendance: 436 people

Event ID: 424b3CcdeZK7AEWFG8

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 174 across all properties

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