

SONY VIDEO PRO DAY

DATE: Monday, November 24, 2025

LOCATION: Milano, Lombardia, IT

Event Description

SONY VIDEO PRO DAY 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: 48/100

Expected Attendance: 828 people

Event ID: HirXBXLnahqAipaDXi

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 331 across all properties

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

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<https://becircadian.com/events/sony-video-pro-day>

Document generated on 6/4/2026, 1:19:34 AM