

Tarta Relena, Sissi Rada, and Rita Payés

DATE: Tuesday, November 18, 2025

LOCATION: Milan, IT

Event Description

Tarta Relena, Sissi Rada, and Rita Payés is a premier concerts event in Milan. 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: 46/100

Expected Attendance: 668 people

Event ID: 7yAskKjBFgEzt9wz2T

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 267 across all properties

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