

Testament at Live Club

DATE: Saturday, October 18, 2025

LOCATION: Milan, IT

Event Description

Testament at Live Club 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: 48/100

Expected Attendance: 762 people

Event ID: DqL2x4c99EE2LNB8F9

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: 305 across all properties

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

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<https://becircadian.com/events/testament-at-live-club>

Document generated on 6/4/2026, 2:36:07 AM