Test&Measurement DAYS 2025 – Milano

DATE: Wednesday, November 12, 2025
LOCATION: Milan, Lombardy, IT

Event Description

Test&Measurement DAYS 2025 – Milano is a premier expos 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: expos
Importance Rank: 49/100
Expected Attendance: 876 people
Event ID: CKpV6x2qeaLYACDYxn

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 350 across all properties

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