

# Viscom Italia 2025

DATE: Tuesday, September 30, 2025  
LOCATION: Parabiago, Lombardia, IT

## Event Description

Viscom Italia 2025 is a premier expos event in Parabiago. 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:** 73/100

**Expected Attendance:** 13,895 people

**Event ID:** CfTdJcLfKWhr5FfcbQ

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,558 across all properties

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