

Wine tasting con Martesana DOC (v.m. 18)

DATE: Saturday, September 27, 2025
LOCATION: Cernusco sul Naviglio, Lombardia, IT

Event Description

Wine tasting con Martesana DOC (v.m. 18) is a premier festivals event in Cernusco sul Naviglio. 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: festivals

Importance Rank: 29/100

Expected Attendance: 90 people

Event ID: 7xKzqxqH4nLtwsfJ9N

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 36 across all properties

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