

# 16|09 Salvatore Zappia @ Doppio Malto Parma (Ingresso gratuito)

DATE: Tuesday, September 16, 2025  
LOCATION: Parma, Emilia-Romagna, IT

## Event Description

16|09 Salvatore Zappia @Doppio Malto Parma (Ingresso gratuito) is a premier performing-arts event in Parma. 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:** performing-arts

**Importance Rank:** 32/100

**Expected Attendance:** 127 people

**Event ID:** GTYr6zqhGzVSVtXc6X

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 51 across all properties

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