

AperiClust-ER: Prendiamo una boccata d'aria

DATE: Monday, November 24, 2025
LOCATION: Parma, Emilia-Romagna, IT

Event Description

AperiClust-ER: Prendiamo una boccata d'aria is a premier conferences 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: conferences

Importance Rank: 35/100

Expected Attendance: 183 people

Event ID: EkP7AY9gM3wNqDitH7

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 73 across all properties

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