

Coppa Italia - 1st Round - Pescara vs Parma

DATE: Sunday, August 17, 2025
LOCATION: Parma, Emilia-Romagna, IT

Event Description

Coppa Italia - 1st Round - Pescara vs Parma is a premier sports 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: sports

Importance Rank: 71/100

Expected Attendance: 11,300 people

Event ID: HKdzCX2cmbVJrsu2Z9

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,520 across all properties

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