

# L'oro del Mali: Mansa Musa e l'immaginario medievale dell'Africa

DATE: Monday, November 3, 2025  
LOCATION: Roma, Lazio, IT

## Event Description

L'oro del Mali: Mansa Musa e l'immaginario medievale dell'Africa is a premier conferences event in Roma. 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:** 31/100

**Expected Attendance:** 108 people

**Event ID:** C7Dw8Z7fqZTJJHkCZT

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 43 across all properties

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