

Serie A - Parma vs Hellas Verona

DATE: Sunday, November 23, 2025

LOCATION: Verona, Veneto, IT

Event Description

Serie A - Parma vs Hellas Verona is a premier sports event in Verona. 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: 78/100

Expected Attendance: 24,254 people

Event ID: 5MDDt3MZQFu5MtV8d7

Hotel Demand Indicators

ADR Impact Index: 8.1x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 9,702 across all properties

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