

United Rugby Championship - Stormers vs Zebre

DATE: Saturday, October 18, 2025
LOCATION: Parma, IT

Event Description

United Rugby Championship - Stormers vs Zebre 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: 61/100

Expected Attendance: 3,364 people

Event ID: AdNow4rX2SzZLHLzSb

Hotel Demand Indicators

ADR Impact Index: 6.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,346 across all properties

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