

# Urbe e turbe OFF OFF

DATE: Friday, September 19, 2025  
LOCATION: Parma, Emilia-Romagna, IT

---

## Event Description

Urbe e turbe OFF OFF is a premier performing-arts 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:** performing-arts

**Importance Rank:** 40/100

**Expected Attendance:** 329 people

**Event ID:** 6uZX6qfLYEmhaBAcBy

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 132 across all properties

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

---