

Alex Wann and Romy Janssen

DATE: Sunday, August 17, 2025
LOCATION: Póvoa de Varzim, Porto, PT

Event Description

Alex Wann and Romy Janssen is a premier concerts event in Póvoa de Varzim. 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: concerts

Importance Rank: 43/100

Expected Attendance: 429 people

Event ID: EZVmJrEk8RLBHzMJTs

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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

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