

# Alfredo Rodriguez, Richard Bona, and Michael Olivera

DATE: Tuesday, November 18, 2025  
LOCATION: Athens, GR

## Event Description

Alfredo Rodriguez, Richard Bona, and Michael Olivera is a premier concerts event in Athens. 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:** 49/100

**Expected Attendance:** 913 people

**Event ID:** FRsP2twqnKyo4LkKf2

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 365 across all properties

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