

Austin Millz

DATE: Sunday, August 24, 2025
LOCATION: Sant Jordi de ses Salines, Illes Balears, ES

Event Description

Austin Millz is a premier concerts event in Sant Jordi de ses Salines. 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: 60/100

Expected Attendance: 3,134 people

Event ID: CFhBjNjuzjsrY9ZGDD

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,254 across all properties

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