

# AZ Live in Barcelona - Sala Wolf

DATE: Thursday, January 29, 2026  
LOCATION: Barcelona, Catalunya, ES

---

## Event Description

AZ Live in Barcelona - Sala Wolf is a premier concerts event in Barcelona. 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:** 44/100

**Expected Attendance:** 500 people

**Event ID:** 6jHNbRHqeo5Qhe7PLY

## 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:** 200 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/az-live-in-barcelona-sala-wolf>

Document generated on 6/4/2026, 5:01:37 AM