

Baron Rojo

DATE: Saturday, January 24, 2026
LOCATION: Gijón, Principado de Asturias, ES

Event Description

Baron Rojo is a premier concerts event in Gijón. 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: 46/100

Expected Attendance: 638 people

Event ID: 6cBLPAzXG7dUhB9zJH

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 255 across all properties

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