

# bROTHERS iN bAND presents Brothers In Arms Tour

DATE: Saturday, January 31, 2026  
LOCATION: Lisboa, Lisboa, PT

## Event Description

bROTHERS iN bAND presents Brothers In Arms Tour is a premier concerts event in Lisboa. 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:** 67/100

**Expected Attendance:** 7,000 people

**Event ID:** HUb2fEEQdYYFRQ5arB

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,800 across all properties

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