

CERTAMEN MUSICAL 125 ANIVERSARIO

DATE: Saturday, November 15, 2025
LOCATION: Mérida, Extremadura, ES

Event Description

CERTAMEN MUSICAL 125 ANIVERSARIO is a premier performing-arts event in Mérida. 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: performing-arts

Importance Rank: 38/100

Expected Attendance: 255 people

Event ID: E6Pm7z37XnRSX5nyqQ

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 102 across all properties

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