

# CONCIERTO [H]ÉROS ENSEMBLE MULA- ECOS FESTIVAL 2025 /PASE 1

DATE: Saturday, November 8, 2025  
LOCATION: Mula, Región de Murcia, ES

## Event Description

CONCIERTO [H]ÉROS ENSEMBLE MULA- ECOS FESTIVAL 2025 /PASE 1 is a premier performing-arts event in Mula. 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:** 22/100

**Expected Attendance:** 40 people

**Event ID:** 5LsHe45WhRuMBcbR78

## Hotel Demand Indicators

**ADR Impact Index:** 3.4x 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:** 16 across all properties

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