

# CONCIERTO NAVIDEÑO "NAVIDAD DE AYER Y DE HOY"

DATE: Monday, December 8, 2025  
LOCATION: Aguilar de la Frontera, Andalucía, ES

## Event Description

CONCIERTO NAVIDEÑO "NAVIDAD DE AYER Y DE HOY" is a premier concerts event in Aguilar de la Frontera. 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:** 41/100

**Expected Attendance:** 346 people

**Event ID:** 75WQ3XtBiuMuTEcpJT

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 138 across all properties

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