

# Craig Richards, Ivan Smagghe, Bobby, and Sugar Free

DATE: Wednesday, August 27, 2025  
LOCATION: Ibiza, ES

## Event Description

Craig Richards, Ivan Smagghe, Bobby, and Sugar Free is a premier concerts event in Ibiza. 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:** 49/100

**Expected Attendance:** 852 people

**Event ID:** 56jB3VcTZZFsZotbhh

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 341 across all properties

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