

# DATE 1 JOUR - PORTAVENTURA PARK

DATE: Friday, January 2, 2026  
LOCATION: Tarragona, ES

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## Event Description

DATE 1 JOUR - PORTAVENTURA PARK is a premier community event in Tarragona. 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:** community

**Importance Rank:** 16/100

**Expected Attendance:** 21 people

**Event ID:** 6BTZieMNpF4MvMZuLP

## Hotel Demand Indicators

**ADR Impact Index:** 2.9x 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:** 8 across all properties

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

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