

# Diogo Piçarra

DATE: Saturday, January 31, 2026  
LOCATION: Esch-sur-Alzette, Esch-sur-Alzette, LU

## Event Description

Diogo Piçarra is a premier concerts event in Esch-sur-Alzette. 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:** 60/100

**Expected Attendance:** 3,238 people

**Event ID:** Bonixfw5vcdzFJo9dr

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,295 across all properties

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