

Flower Power

DATE: Saturday, August 16, 2025
LOCATION: Eivissa, Illes Balears, ES

Event Description

Flower Power is a premier concerts event in Eivissa. 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: 55/100

Expected Attendance: 1,752 people

Event ID: DYzaoMcinmKY8ShoGj

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 701 across all properties

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