

# Fundación "la Caixa Bideotikan Live"

## Murcof - Etna sessions

DATE: Friday, November 21, 2025

LOCATION: Bilbao, Euskadi, ES

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### Event Description

Fundación "la Caixa Bideotikan Live" Murcof - Etna sessions is a premier performing-arts event in Bilbao. 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:** performing-arts

**Importance Rank:** 31/100

**Expected Attendance:** 115 people

**Event ID:** EhSs9eGqm9eWShJzCN

### Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 46 across all properties

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