

gREAT sTRAITS

DATE: Friday, January 16, 2026
LOCATION: Tarragona, Catalunya, ES

Event Description

gREAT sTRAITS is a premier concerts 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: concerts

Importance Rank: 56/100

Expected Attendance: 1,900 people

Event ID: oGrJerRb7mZfwkckcD

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 760 across all properties

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