

# HÁGASE LA LUZ - PASEOS SONOROS - RAFAEL MANRIQUE

DATE: Saturday, October 4, 2025  
LOCATION: Santander, Cantabria, ES

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## Event Description

HÁGASE LA LUZ - PASEOS SONOROS - RAFAEL MANRIQUE is a premier festivals event in Santander. 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:** festivals

**Importance Rank:** 42/100

**Expected Attendance:** 391 people

**Event ID:** 8RS9HbtAhapmvf2Ssn

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 156 across all properties

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