

# Hirian

DATE: Thursday, September 11, 2025

LOCATION: Bilbao, Euskadi, ES

## Event Description

Hirian is a premier festivals 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:** festivals

**Importance Rank:** 29/100

**Expected Attendance:** 89 people

**Event ID:** FqgE6hWaEbiweLE2d3

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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