

John Summit

DATE: Tuesday, September 9, 2025
LOCATION: Sant Jordi de ses Salines, Illes Balears, ES

Event Description

John Summit is a premier concerts event in Sant Jordi de ses Salines. 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: 62/100

Expected Attendance: 3,956 people

Event ID: Bp9mfbBeAnpbfUbwZH

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,582 across all properties

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