

Justin Jay and Thelma

DATE: Friday, December 19, 2025
LOCATION: Barcelona, Catalunya, ES

Event Description

Justin Jay and Thelma is a premier concerts event in Barcelona. 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: 51/100

Expected Attendance: 1,067 people

Event ID: 6gYRiLMTQtzg3Jrnqb

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 427 across all properties

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