

# KMRU, Pedro Vian, Adriano Galante, and Marite

DATE: Sunday, September 21, 2025  
LOCATION: Barcelona, ES

## Event Description

KMRU, Pedro Vian, Adriano Galante, and Marite 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:** 46/100

**Expected Attendance:** 648 people

**Event ID:** 3thZVANJuFTy6p4Net

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 259 across all properties

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