

# Luca Argel and Ana Deus

DATE: Wednesday, September 17, 2025

LOCATION: Santa Maria Da Feira, PT

## Event Description

Luca Argel and Ana Deus is a premier concerts event in Santa Maria Da Feira. 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:** 41/100

**Expected Attendance:** 346 people

**Event ID:** H5iqwToGx5Dx2KgVYK

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 138 across all properties

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