

Mikel Izal at Roig Arena

DATE: Saturday, January 31, 2026
LOCATION: València, Comunidad Valenciana, ES

Event Description

Mikel Izal at Roig Arena is a premier concerts event in València. 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: 66/100

Expected Attendance: 6,537 people

Event ID: DdUHNfsEFTcAdQv9tD

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,615 across all properties

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