

Mónica Naranjo and Mnica Naranjo

DATE: Saturday, October 18, 2025
LOCATION: Murcia, Región de Murcia, ES

Event Description

Mónica Naranjo and Mnica Naranjo is a premier concerts event in Murcia. 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: 64/100

Expected Attendance: 5,217 people

Event ID: A8HFZcXDdADb7bNxVq

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,087 across all properties

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