

Nik & Jay Malaga

DATE: Saturday, September 13, 2025

LOCATION: Marbella, Andalucía, ES

Event Description

Nik & Jay Malaga is a premier concerts event in Marbella. 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: 59/100

Expected Attendance: 2,731 people

Event ID: AZf5Z8U4CqaSj87dhK

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,092 across all properties

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