

Primera FEB - Gipuzkoa vs CB Menorca

DATE: Saturday, January 17, 2026

LOCATION: Maó, Illes Balears, ES

Event Description

Primera FEB - Gipuzkoa vs CB Menorca is a premier sports event in Maó. 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: sports

Importance Rank: 55/100

Expected Attendance: 1,681 people

Event ID: 5zXuP7aZqkpZfUgudQ

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 672 across all properties

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