

READY TO ROCK: EL ÚLTIMO TARDEO ROCKERO DEL AÑO 2025 Sala Zero

DATE: Saturday, December 27, 2025
LOCATION: Tarragona, Catalunya, ES

Event Description

READY TO ROCK: EL ÚLTIMO TARDEO ROCKERO DEL AÑO 2025 Sala Zero is a premier concerts event in Tarragona. 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: 33/100

Expected Attendance: 140 people

Event ID: 3yP65pGY3btnJRt44M

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 56 across all properties

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