

Sasson and Aura

DATE: Thursday, October 2, 2025
LOCATION: Sant Josep de sa Talaia, Illes Balears, ES

Event Description

Sasson and Aura is a premier concerts event in Sant Josep de sa Talaia. 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: 47/100

Expected Attendance: 713 people

Event ID: zhfAiHVqmEB8ei478k

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 285 across all properties

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