

# The Ants

DATE: Saturday, September 6, 2025  
LOCATION: Sant Josep de sa Talaia, Illes Balears, ES

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## Event Description

The Ants 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:** 43/100

**Expected Attendance:** 449 people

**Event ID:** CQBKwkt5jN2VmUNWr3

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 180 across all properties

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