

Wet Cactus, High Desert Queen, and Desert Vipers

DATE: Saturday, October 4, 2025

LOCATION: Castelló de la Plana, Comunidad Valenciana, ES

Event Description

Wet Cactus, High Desert Queen, and Desert Vipers is a premier concerts event in Castelló de la Plana. 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: 45/100

Expected Attendance: 572 people

Event ID: FtKGNxUfFAMffM9Yfq

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 229 across all properties

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