

22@Afterwork | Smart City Expo 2025

DATE: Wednesday, November 5, 2025

LOCATION: Barcelona, Catalunya, ES

Event Description

22@Afterwork | Smart City Expo 2025 is a premier expos event in Barcelona. 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: expos

Importance Rank: 47/100

Expected Attendance: 732 people

Event ID: DxZvdcpKpoR82gPbtN

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: 293 across all properties

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