

AILE POP-UP/EVENT 17 Y 18 DE OCTUBRE MADRID

DATE: Friday, October 17, 2025
LOCATION: Madrid, Comunidad de Madrid, ES

Event Description

AILE POP-UP/EVENT 17 Y 18 DE OCTUBRE MADRID is a premier expos event in Madrid. 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: 42/100
Expected Attendance: 416 people
Event ID: DdVCFgpMA9gYVSDXdw

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 166 across all properties

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