

Amatria and WISEMEN PROJECT

DATE: Thursday, November 20, 2025
LOCATION: Madrid, Comunidad de Madrid, ES

Event Description

Amatria and WISEMEN PROJECT is a premier festivals 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: festivals

Importance Rank: 43/100

Expected Attendance: 460 people

Event ID: Det2encJoiDYT9FjnU

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: 184 across all properties

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

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