

ARDO440 and Midas Alonso

DATE: Friday, December 19, 2025
LOCATION: Guadarrama, Comunidad de Madrid, ES

Event Description

ARDO440 and Midas Alonso is a premier concerts event in Guadarrama. 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: 50/100

Expected Attendance: 10,000 people

Event ID: HcFWfLnBCjCX7XqQJX

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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