

Atelier Secreto Showroom - Edición 22 de noviembre

DATE: Saturday, November 22, 2025
LOCATION: Madrid, Madrid, ES

Event Description

Atelier Secreto Showroom - Edición 22 de noviembre 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: 390 people

Event ID: EYfPmV7dQamJsQzncF

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: 156 across all properties

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