

# BRIDAL HOUSE MADRID, de Bodas

Feria

DATE: Friday, October 24, 2025  
LOCATION: Madrid, Comunidad de Madrid, ES

## Event Description

BRIDAL HOUSE MADRID, Feria de Bodas 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:** 60/100

**Expected Attendance:** 3,228 people

**Event ID:** Baj3jiGjRXkLcw35qz

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,291 across all properties

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