

# Cita previa Home Market - Domingo 14 - Mercadillo en casa Jose Abascal 46

DATE: Sunday, September 14, 2025  
LOCATION: Madrid, Comunidad de Madrid, ES

## Event Description

Cita previa Home Market - Domingo 14 - Mercadillo en casa Jose Abascal 46 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:** 53/100

**Expected Attendance:** 1,354 people

**Event ID:** D9yur9V4zvojhCvVwL

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 542 across all properties

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