

Cita previa Home Market - Domingo 28- Mercadillo casa Alberto Alcocer 50

DATE: Sunday, September 28, 2025
LOCATION: Alcalá de Henares, Madrid, ES

Event Description

Cita previa Home Market - Domingo 28- Mercadillo casa Alberto Alcocer 50 is a premier expos event in Alcalá de Henares. 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: 49/100

Expected Attendance: 909 people

Event ID: Hm6YYvLEwPxpPPfrmc

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 364 across all properties

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