

Desayuno Ajax | Nuevas oportunidades para las CRAs [Barcelona]

DATE: Thursday, October 30, 2025
LOCATION: Castelldefels, Catalunya, ES

Event Description

Desayuno Ajax | Nuevas oportunidades para las CRAs [Barcelona] is a premier expos event in Castelldefels. 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: 48/100

Expected Attendance: 789 people

Event ID: Kq4Ea9iku3jZFmRukS

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 316 across all properties

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