

# Desayuno Ajax | Nuevas oportunidades para las CRAs [Madrid]

DATE: Tuesday, October 28, 2025

LOCATION: San Sebastián de los Reyes, Comunidad de Madrid, ES

## Event Description

Desayuno Ajax | Nuevas oportunidades para las CRAs [Madrid] is a premier expos event in San Sebastián de los Reyes. 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:** 928 people

**Event ID:** 4JoPtBKhpzMfWfvHaC

## 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:** 371 across all properties

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