

DFIU Events Presents: The Haus of Aja - Madrid

DATE: Friday, August 22, 2025
LOCATION: Madrid, Comunidad de Madrid, ES

Event Description

DFIU Events Presents: The Haus of Aja - Madrid is a premier performing-arts 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: performing-arts
Importance Rank: 38/100
Expected Attendance: 238 people
Event ID: AvB4c2KZ3FNJubCoku

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 95 across all properties

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