

# EBES Conference - Madrid

DATE: Thursday, October 16, 2025

LOCATION: Pozuelo de Alarcón, Community of Madrid, ES

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## Event Description

EBES Conference - Madrid is a premier conferences event in Pozuelo de Alarcón. 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:** conferences

**Importance Rank:** 42/100

**Expected Attendance:** 386 people

**Event ID:** 7xjHRdQmWCMoAWjYQx

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 154 across all properties

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

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