

FC Barcelona vs Rayo Vallecano

DATE: Sunday, August 31, 2025
LOCATION: Madrid, Comunidad de Madrid, ES

Event Description

FC Barcelona vs Rayo Vallecano is a premier sports 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: sports

Importance Rank: 73/100

Expected Attendance: 14,438 people

Event ID: GjBeZADmMtoGgvinjW

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,775 across all properties

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

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