

Hacken Gothenburg vs Atletico Madrid

DATE: Thursday, September 18, 2025
LOCATION: Alcalá de Henares, Comunidad de Madrid, ES

Event Description

Hacken Gothenburg vs Atletico Madrid is a premier sports event in Alcalá de Henares. 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: 54/100

Expected Attendance: 1,537 people

Event ID: BSDmAFaDdTS6UhCffK

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 615 across all properties

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