

# Innoday: Seguridad y Defensa

DATE: Tuesday, November 18, 2025  
LOCATION: Madrid, Comunidad de Madrid, ES

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## Event Description

Innoday: Seguridad y Defensa is a premier conferences 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:** conferences

**Importance Rank:** 42/100

**Expected Attendance:** 412 people

**Event ID:** 5fRWKdg8nBRV2Fyqaj

## 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:** 165 across all properties

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

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Document generated on 6/4/2026, 2:22:01 AM