

INTERGIFT

DATE: Tuesday, February 3, 2026
LOCATION: Madrid, Comunidad de Madrid, ES

Event Description

INTERGIFT is a premier expos 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: expos

Importance Rank: 70/100

Expected Attendance: 9,857 people

Event ID: 8z9gmHCn3vqPk6mMkZ

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,943 across all properties

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