

International Conference on Digital Skills and IT Professionalism

DATE: Thursday, November 6, 2025
LOCATION: Alcalá de Henares, Comunidad de Madrid, ES

Event Description

International Conference on Digital Skills and IT Professionalism is a premier conferences 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: conferences

Importance Rank: 41/100

Expected Attendance: 349 people

Event ID: 8sqpehD7z6scPezuXT

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 140 across all properties

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