

Jorge Pardo

DATE: Saturday, December 27, 2025
LOCATION: Aranjuez, Comunidad de Madrid, ES

Event Description

Jorge Pardo is a premier concerts event in Aranjuez. 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: concerts

Importance Rank: 44/100

Expected Attendance: 497 people

Event ID: 3cySrRDFrCjQVu3jXb

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 199 across all properties

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