

# Keynote: Marina Roa | SRT ConnectED Madrid

DATE: Monday, October 20, 2025  
LOCATION: Madrid, Comunidad de Madrid, ES

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## Event Description

Keynote: Marina Roa | SRT ConnectED Madrid 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:** 28/100

**Expected Attendance:** 82 people

**Event ID:** 3sr255pPWfu9ywiQNv

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 33 across all properties

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

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