

Álava Objetivo 2026

DATE: Thursday, October 23, 2025
LOCATION: Vitoria-Gasteiz, País Vasco, ES

Event Description

Álava Objetivo 2026 is a premier conferences event in Vitoria-Gasteiz. 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: 31/100

Expected Attendance: 110 people

Event ID: F6uDFx7tdkWxKwghzP

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 44 across all properties

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