

# LIMELIFE EU/UK PALOOZA 2025- Madrid

DATE: Saturday, September 27, 2025  
LOCATION: Alcalá de Henares, Comunidad de Madrid, ES

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## Event Description

LIMELIFE EU/UK PALOOZA 2025- Madrid 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:** 40/100

**Expected Attendance:** 327 people

**Event ID:** 54LQHUtsy7KsRHJkWA

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 131 across all properties

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