

Lorenzo Santamaria

DATE: Sunday, January 18, 2026
LOCATION: Madrid, Comunidad de Madrid, ES

Event Description

Lorenzo Santamaria is a premier community 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: community
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: 5Vhgwud3CQKhdfCnkv

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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