

LUNA DE MACHÉ: The Sunny Side Street Band

DATE: Friday, November 21, 2025
LOCATION: Madrid, Comunidad de Madrid, ES

Event Description

LUNA DE MACHÉ: The Sunny Side Street Band is a premier performing-arts 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: performing-arts

Importance Rank: 37/100

Expected Attendance: 230 people

Event ID: 9Q6qmKKvE2zxGpQPaa

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 92 across all properties

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