

Madrigal

DATE: Friday, September 26, 2025

LOCATION: Mu öÆ Å TR

Event Description

Madrigal is a premier concerts event in Mu öÆ à 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: concerts

Importance Rank: 40/100

Expected Attendance: 307 people

Event ID: 4dZG5AtooEmYWjbZxd

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: 123 across all properties

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