

# MAGIA FAMILIAR. ÓSCAR RUI. “EI mágico mundo de Óscar Rui”

DATE: Saturday, October 18, 2025  
LOCATION: Madrid, Comunidad de Madrid, ES

## Event Description

MAGIA FAMILIAR. ÓSCAR RUI. “EI mágico mundo de Óscar Rui” 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:** 32/100  
**Expected Attendance:** 122 people  
**Event ID:** HUKuz7HqVuR25LeJt4

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 49 across all properties

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