

# Mercadillo organizado por Alma Market Home, C/ Marbella 28, Madrid.

DATE: Friday, September 12, 2025  
LOCATION: Madrid, Comunidad de Madrid, ES

## Event Description

Mercadillo organizado por Alma Market Home, C/ Marbella 28, Madrid. is a premier expos 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:** expos  
**Importance Rank:** 53/100  
**Expected Attendance:** 1,432 people  
**Event ID:** C9sudLxdNV2wcKPLra

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 573 across all properties

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