

Molly Nilsson and Puttaneska

DATE: Thursday, January 29, 2026
LOCATION: Madrid, Comunidad de Madrid, ES

Event Description

Molly Nilsson and Puttaneska is a premier concerts 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: concerts

Importance Rank: 42/100

Expected Attendance: 412 people

Event ID: 6LsKFUHRbPwGp8p3y9

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 165 across all properties

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

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