

Olly Alexander, Pixie Lott, Anastacia, and 9 others

DATE: Thursday, September 18, 2025
LOCATION: Torrejón de Ardoz, Comunidad de Madrid, ES

Event Description

Olly Alexander, Pixie Lott, Anastacia, and 9 others is a premier festivals event in Torrejón de Ardoz. 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: festivals

Importance Rank: 48/100

Expected Attendance: 828 people

Event ID: wec96SbCjq6DWQcdVG

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 331 across all properties

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