

Olson at Siroco

DATE: Friday, November 14, 2025
LOCATION: Madrid, Comunidad de Madrid, ES

Event Description

Olson at Siroco 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: 39/100

Expected Attendance: 271 people

Event ID: CjRbRkQeBWmBzh5hAK

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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