

# PMG Promogift 2026 - International Trade Fair for Promotional Gifts and Personalisation Equipment

DATE: Sunday, January 11, 2026  
LOCATION: Madrid, Comunidad de Madrid, ES

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## Event Description

PMG Promogift 2026 - International Trade Fair for Promotional Gifts and Personalisation Equipment 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:** 67/100

**Expected Attendance:** 7,000 people

**Event ID:** CtDecgQ5bzQEVrK3wi

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,800 across all properties

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

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