

Primera División - Real Madrid vs Alavés

DATE: Sunday, December 14, 2025
LOCATION: Vitoria-Gasteiz, Euskadi, ES

Event Description

Primera División - Real Madrid vs Alavés is a premier sports event in Vitoria-Gasteiz. 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: sports

Importance Rank: 76/100

Expected Attendance: 19,258 people

Event ID: 6jvp74Wzeea7Ekx4S8

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,703 across all properties

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