

# Primera División - Real Madrid vs Rayo Vallecano

DATE: Sunday, November 9, 2025  
LOCATION: Madrid, Comunidad de Madrid, ES

## Event Description

Primera División - Real Madrid vs Rayo Vallecano is a premier sports 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:** sports

**Importance Rank:** 73/100

**Expected Attendance:** 14,468 people

**Event ID:** 3tZ7xQPpEAwiLQ3ZHw

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,787 across all properties

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