

# QS Discover Master's Fair Madrid

DATE: Tuesday, October 28, 2025  
LOCATION: Madrid, Comunidad de Madrid, ES

---

## Event Description

QS Discover Master's Fair Madrid 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:** 64/100

**Expected Attendance:** 5,000 people

**Event ID:** BpQiVHhUV4U8pDYiL8

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,000 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/qs-discover-masters-fair-madrid>

Document generated on 6/4/2026, 2:17:58 AM