

Real Madrid vs BC Andorra

DATE: Sunday, January 11, 2026
LOCATION: Andorra la Vella, Andorra la Vella, AD

Event Description

Real Madrid vs BC Andorra is a premier sports event in Andorra la Vella. 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: 59/100

Expected Attendance: 2,686 people

Event ID: TAf5RcQ3enSkKFr42Z

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,074 across all properties

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