

Rita Payés and Lucia Fumero

DATE: Wednesday, February 4, 2026
LOCATION: Madrid, Comunidad de Madrid, ES

Event Description

Rita Payés and Lucia Fumero is a premier concerts 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: concerts

Importance Rank: 56/100

Expected Attendance: 1,955 people

Event ID: FD5oWfkaWwc6BBH3QC

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 782 across all properties

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

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