

# Segunda División RFEF - Group 5 - SS Reyes vs Rayo Majadahonda

DATE: Sunday, September 28, 2025  
LOCATION: Majadahonda, Comunidad de Madrid, ES

## Event Description

Segunda División RFEF - Group 5 - SS Reyes vs Rayo Majadahonda is a premier sports event in Majadahonda. 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:** 55/100

**Expected Attendance:** 1,850 people

**Event ID:** 49u4fttEFSuwH7M7xm

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 740 across all properties

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