

# She Past Away and BLOOD DESIRE

DATE: Friday, October 10, 2025  
LOCATION: Madrid, Comunidad de Madrid, ES

---

## Event Description

She Past Away and BLOOD DESIRE 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:** 39/100

**Expected Attendance:** 282 people

**Event ID:** AAC8Ngd9c8AkJ8WdvC

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 113 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/she-past-away-and-blood-desire>

Document generated on 6/4/2026, 7:23:25 AM