

# SHOWROOM COSMETICA COREANA

DATE: Monday, December 1, 2025  
LOCATION: Madrid, Comunidad de Madrid, ES

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## Event Description

SHOWROOM COSMETICA COREANA 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:** 59/100

**Expected Attendance:** 2,676 people

**Event ID:** BPQxWwyPJDYQpHRQMX

## 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:** 1,070 across all properties

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

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Document generated on 6/4/2026, 3:44:37 AM