

Soul Market Autumn Edition 18 Y 19 DE OCT @PORT OLYMPIC BARCELONA

DATE: Saturday, October 18, 2025
LOCATION: Barcelona, Catalunya, ES

Event Description

Soul Market Autumn Edition 18 Y 19 DE OCT @PORT OLYMPIC BARCELONA is a premier expos event in Barcelona. 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: 56/100
Expected Attendance: 1,989 people
Event ID: 83Eg68ESnBvnroeRoo

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: 796 across all properties

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