

# UEFA Women's Champions League - 3rd Qualifying Round - Häcken vs Atlético Madrid

DATE: Thursday, September 18, 2025  
LOCATION: Madrid, ES

## Event Description

UEFA Women's Champions League - 3rd Qualifying Round - Häcken vs Atlético Madrid is a premier sports 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:** sports

**Importance Rank:** 52/100

**Expected Attendance:** 1,200 people

**Event ID:** 9GPyf3hhrt96oqDwbW

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 480 across all properties

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