

UNA NUEVA ERA - MADRID 28 OCTUBRE 2025

DATE: Tuesday, October 28, 2025
LOCATION: Alcalá de Henares, Madrid, ES

Event Description

UNA NUEVA ERA - MADRID 28 OCTUBRE 2025 is a premier concerts event in Alcalá de Henares. 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: 37/100

Expected Attendance: 235 people

Event ID: 7p7GNMyNaPwEB5EuzK

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 94 across all properties

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