

Valencia Basket vs Real Madrid

DATE: Sunday, January 18, 2026
LOCATION: Madrid, Comunidad de Madrid, ES

Event Description

Valencia Basket vs Real 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: 69/100

Expected Attendance: 8,666 people

Event ID: 5W3HAz7qQK5nXTJNpM

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,466 across all properties

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