

THE SHAKIRA EFFECT BOOSTS HOTEL BOOKINGS AND REVENUE IN MADRID



Shakira's twelve-concert residency in Madrid has a significant impact on the local hotel market. Occupancy for the days of the performance is up 14.8% on an annual basis, and the average daily rate (ADR) increased by 19.7%, reports SiteMinder.

The analysis was based on dates from September 18 to October 11, 2026, and the same period in the previous year. Thus, the average ADR was €339, compared to €283 a year earlier. The growth in occupancy and ADR was primarily driven by the high-profile artist, which has spurred several demand surges in the capital of Spain.

The analysis also found that 65% of hotel bookings came from local Spanish travelers, reflecting the popularity of large-scale concerts among residents.

However, it should also be noted that the average length of a guest's stay has fallen from 2.1 to 1.7 nights. This is an essential insight, as it shows that while large-scale events drive demand, the short-term nature of such demand influences the overall approach to revenue management. A large number of tourists willing to spend more on shorter stays changes the dynamics of the hotel industry in Madrid, which has to adjust to the new conditions.

Madrid is emerging as a premier music destination in Europe, and Shakira is right at the forefront of that movement. The singer's twelve-concert Madrid residency, the largest in her career, will have a major impact on the local hotel industry. The fact that tourists are willing to travel to the capital of Spain and that hotel bookings are being made months in advance show that a large-scale event can influence multiple aspects of the local economy.

Shakira has been hosting her European tour's concerts at Madrid's Iberdrola Music venue, which seats 50,000. **This year's concerts, which start on September 18, are part of a long-term plan to extend the event's footprint, reflected in the activities around the arena.** For the hotel industry, this creates an opportunity to drive demand outside the venue and think beyond average daily rates. A multi-day or multi-event concentration, such as concerts, sports matches, or festivals, creates conditions for dynamic pricing, demand segmentation, length of stay restrictions, and ancillary revenue from guests who come to experience the event.

Date: 2026-09-21

Article link: <https://www.tourism-review.com/shakira-boosts-hotel-bookings-in-madrid-news15630>