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*Some images in this material have been generated or edited using generative artificial intelligence (GAI) to support the creative and visual production process.

Bad Bunny's concerts shake up Madrid

We analyse the mobility of Bad Bunny's concerts using Smart Steps

Event figures

DATES	ATTENDANCE	CAPACITY	VENUE
30 and 31 May 2026	+180% compared to the daily average	Over 100,000 people	Riyadh Air Metropolitano

Evolution of visitors by day

Visitor trends

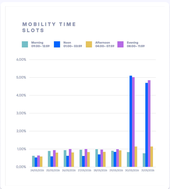
The concerts generated one of the highest peaks in visitor numbers observed in Madrid during the month of May.

The highest number of visitors for the period under review was recorded on May 31.

Travel patterns

The peak travel period was between 4 pm and 8 pm

- The highest volume of traffic was recorded during the afternoon and evening.
- Mornings saw normal levels of traffic.
- Travel patterns were very similar for both concerts.



National and international impact

Where did the attendees come from?

Madrid Province

This was the main origin of attendees at both concerts.

Regional visitors

The number of attendees from neighbouring provinces increased, but to a lesser extent than those from elsewhere in Spain and local residents.

National visitors

The segment that grew the most during the event. Notable provinces: Valencia, Barcelona and Málaga.

International visitors

Main countries of origin: United States, Switzerland, France and Italy.

National Segmentation

Nationally, the main origin of visitors is **Valencia, Barcelona and Malaga**.

International Segmentation

Internationally, most visitors come from the **United States, Switzerland, France and Italy,** with France being the main country of origin.

How does Smart Steps help?

Smart Steps is our crowd mobility analytics solution based on aggregated and anonymised data.

- Understand the aggregate origin of attendees.
- Analyse mobility patterns.
- Help anticipate peaks in visitor numbers.
- Optimise transport and access routes.
- Improve event planning.

Music moves people. Data helps us understand them.

Find out how Smart Steps helps us understand crowd movement.