

7° EXPOTIC 2025 - IA + 4.0

DATE: Thursday, November 27, 2025
LOCATION: Puerto Madryn, Chubut, AR

Event Description

7° EXPOTIC 2025 - IA + 4.0 is a premier expos event in Puerto Madryn. 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: expos

Importance Rank: 55/100

Expected Attendance: 1,759 people

Event ID: 4H6GUNxqDwiFnHYEDV

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 704 across all properties

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