

# Alejandro Fernández at Movistar Arena

DATE: Saturday, November 1, 2025

LOCATION: Bogotá, Bogotá, CO

## Event Description

Alejandro Fernández at Movistar Arena is a premier concerts event in Bogotá. 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:** 68/100

**Expected Attendance:** 8,309 people

**Event ID:** d8hNJCfh3sYhvBWYdp

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x 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:** 3,324 across all properties

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