

Apertura M.A.R.S. Ministry Santo Domingo

DATE: Friday, September 5, 2025
LOCATION: Santo Domingo, Distrito Nacional, DO

Event Description

Apertura M.A.R.S. Ministry Santo Domingo is a premier conferences event in Santo Domingo. 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: conferences

Importance Rank: 40/100

Expected Attendance: 331 people

Event ID: 6PLpKL7o4zN8S6cAPN

Hotel Demand Indicators

ADR Impact Index: 4.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 132 across all properties

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