

Apex SME Masters Expos: Tec & Mar in Santiago, Chile

DATE: Thursday, January 29, 2026
LOCATION: Las Condes, Región Metropolitana, CL

Event Description

Apex SME Masters Expos: Tec & Mar in Santiago, Chile is a premier expos event in Las Condes. 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: 36/100

Expected Attendance: 200 people

Event ID: 9jwjaGK6tggPXsDExy

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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