

Barcelona | Descubre qué hay detrás de las IAs que están cambiando el mundo

DATE: Thursday, October 9, 2025
LOCATION: Barcelona, Catalunya, ES

Event Description

Barcelona | Descubre qué hay detrás de las IAs que están cambiando el mundo is a premier conferences event in Barcelona. 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: 33/100

Expected Attendance: 135 people

Event ID: Gr6q5nFvMKqQ3qB6gR

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 54 across all properties

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