

# Business and Entrepreneurship Fair

DATE: Friday, August 29, 2025  
LOCATION: Medellín, Antioquia, CO

## Event Description

Business and Entrepreneurship Fair is a premier expos event in Medellín. 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:** 72/100

**Expected Attendance:** 13,000 people

**Event ID:** 4iD7kMeAeHFjY6BSYK

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,200 across all properties

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