

Café con Letras 2025, Letras Azules

DATE: Saturday, August 23, 2025
LOCATION: Toa Baja, Toa Baja, PR

Event Description

Café con Letras 2025, Letras Azules is a premier conferences event in Toa Baja. 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: 37/100

Expected Attendance: 230 people

Event ID: AbXm7Rj3tpxcmSBqWw

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: 92 across all properties

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