

# Campeonato Mundial del Alfajor® 2025

DATE: Friday, August 15, 2025

LOCATION: Buenos Aires, Ciudad Autónoma de Buenos Aires, AR

## Event Description

Campeonato Mundial del Alfajor® 2025 is a premier expos event in Buenos Aires. 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:** 49/100

**Expected Attendance:** 928 people

**Event ID:** 6muhcJpHZ3D4Zbx68W

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 371 across all properties

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