

# Carrera de la Mujer® - Bogotá

DATE: Sunday, September 7, 2025

LOCATION: Bogotá, Bogotá, CO

## Event Description

Carrera de la Mujer® - Bogotá is a premier sports event in Bogotá. 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:** sports

**Importance Rank:** 46/100

**Expected Attendance:** 598 people

**Event ID:** BMyYPc3RjBozVfb69s

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 239 across all properties

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