

Case Study !! Producciones Internacionales en Canarias

DATE: Thursday, October 30, 2025
LOCATION: Santa Cruz de Tenerife, Canarias, ES

Event Description

Case Study !! Producciones Internacionales en Canarias is a premier conferences event in Santa Cruz de Tenerife. 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: 28/100

Expected Attendance: 75 people

Event ID: A4NzYqw8mVWZoqdg7L

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 30 across all properties

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