

Cielo en la Tierra 2025

DATE: Friday, November 21, 2025
LOCATION: Santa Fe de la Vera Cruz, Santa Fe, AR

Event Description

Cielo en la Tierra 2025 is a premier conferences event in Santa Fe de la Vera Cruz. 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: 44/100

Expected Attendance: 496 people

Event ID: 7edG3kAsTzWfWEXD2f

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 198 across all properties

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