

De Cero a Cierre: Los Latinos Invierten!

DATE: Saturday, August 16, 2025
LOCATION: Bethlehem, Pennsylvania, US

Event Description

De Cero a Cierre: Los Latinos Invierten! is a premier conferences event in Bethlehem. 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: 38/100

Expected Attendance: 240 people

Event ID: Erb3rnMY6AFggCd9J

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 96 across all properties

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