

# Demo FIREX: máquinas cocedoras automáticas e inteligentes

DATE: Monday, October 13, 2025  
LOCATION: Martínez, Provincia de Buenos Aires, AR

## Event Description

Demo FIREX: máquinas cocedoras automáticas e inteligentes is a premier expos event in Martínez. 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:** 41/100

**Expected Attendance:** 354 people

**Event ID:** Hd6eQkDvE48e8YiZAu

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 142 across all properties

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