

Domingo de la Reconciliación Santa Marta

DATE: Sunday, November 16, 2025
LOCATION: Santa Marta, Magdalena, CO

Event Description

Domingo de la Reconciliación Santa Marta is a premier community event in Santa Marta. 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: community

Importance Rank: 24/100

Expected Attendance: 49 people

Event ID: 7p22uaTn7UzU8vMvuJ

Hotel Demand Indicators

ADR Impact Index: 3.5x 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: 20 across all properties

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