

# El Poder de las Ventas

DATE: Wednesday, September 17, 2025

LOCATION: San Juan, San Juan, PR

## Event Description

El Poder de las Ventas is a premier conferences event in San Juan. 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:** 35/100

**Expected Attendance:** 180 people

**Event ID:** 9bLpAghfK7XEVvSZsR

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 72 across all properties

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

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<https://becircadian.com/events/el-poder-de-las-ventas>

Document generated on 6/3/2026, 8:34:51 PM