

# EXPOESTUDIOS CALI 2025-2

DATE: Saturday, September 13, 2025  
LOCATION: Cali, Valle del Cauca, CO

## Event Description

EXPOESTUDIOS CALI 2025-2 is a premier festivals event in Cali. 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:** festivals

**Importance Rank:** 57/100

**Expected Attendance:** 2,318 people

**Event ID:** BdoPemHcCEzCFTCvNh

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 927 across all properties

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