

# EXPOESTUDIOS PEREIRA 2025-2

DATE: Saturday, September 20, 2025

LOCATION: Pereira, Risaralda, CO

## Event Description

EXPOESTUDIOS PEREIRA 2025-2 is a premier festivals event in Pereira. 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:** 58/100

**Expected Attendance:** 2,507 people

**Event ID:** 7DTM8KLjpBQyqJBP4r

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,003 across all properties

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