

# ExpoNórdico 2025 - Día 3 (Cali)

DATE: Tuesday, September 23, 2025

LOCATION: Valle del Cauca, CO

## Event Description

ExpoNórdico 2025 - Día 3 (Cali) is a premier expos event in the region. 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:** 44/100

**Expected Attendance:** 528 people

**Event ID:** 5zx5E3KWjLkXLQ2Qt8

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 211 across all properties

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