

ExpoNórdico 2025 - Día 4 (Bucaramanga)

DATE: Thursday, September 25, 2025
LOCATION: Bucaramanga, Santander, CO

Event Description

ExpoNórdico 2025 - Día 4 (Bucaramanga) is a premier expos event in Bucaramanga. 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: 49/100

Expected Attendance: 852 people

Event ID: 6juq62QfP6suZ3w8NB

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 341 across all properties

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