

FactoryTalk Optix, nueva plataforma de visualización y conectividad IOT

DATE: Tuesday, September 9, 2025
LOCATION: Santiago de Querétaro, Querétaro, MX

Event Description

FactoryTalk Optix, nueva plataforma de visualización y conectividad IOT is a premier conferences event in Santiago de Querétaro. 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: 33/100
Expected Attendance: 135 people
Event ID: Y33jrLFomQZ8NvAAS

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 54 across all properties

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