

Feria de Países para estudiar y trabajar en el exterior | CALI

DATE: Thursday, November 13, 2025
LOCATION: Cali, Valle del Cauca, CO

Event Description

Feria de Países para estudiar y trabajar en el exterior | CALI 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: 51/100

Expected Attendance: 1,138 people

Event ID: BVYWc8wiQ47BDykmw4

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 455 across all properties

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