

# Feria del Hogar 2025

DATE: Thursday, September 4, 2025  
LOCATION: Bogota, CO

## Event Description

Feria del Hogar 2025 is a premier expos event in Bogota. 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:** 65/100

**Expected Attendance:** 5,740 people

**Event ID:** 483u6guh2g7m73JBsn

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,296 across all properties

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