

# FRANQUICIAS DIGITALES (Desbloquea tu potencial)

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

## Event Description

FRANQUICIAS DIGITALES (Desbloquea tu potencial) is a premier conferences event in Bogotá. 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:** 37/100

**Expected Attendance:** 233 people

**Event ID:** ELq8XA2cyTDPHGruUU

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 93 across all properties

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