

# Gran Simposio de Sostenibilidad de Big Shine Las Americas

DATE: Thursday, October 23, 2025  
LOCATION: Santo Domingo, Distrito Nacional, DO

## Event Description

Gran Simposio de Sostenibilidad de Big Shine Las Americas is a premier conferences event in Santo Domingo. 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:** 38/100

**Expected Attendance:** 238 people

**Event ID:** npt6saivEDpyG4z7iR

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 95 across all properties

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