

# Harina y agua en una unidad de negocio rentable y replicable con P6.

DATE: Thursday, November 6, 2025  
LOCATION: Martínez, Provincia de Buenos Aires, AR

## Event Description

Harina y agua en una unidad de negocio rentable y replicable con P6. is a premier expos event in Martínez. 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:** 39/100

**Expected Attendance:** 294 people

**Event ID:** CPP4tjGNAALJH98mdQ

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 118 across all properties

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