

# HNMUN-Latin America

DATE: Monday, January 12, 2026  
LOCATION: Panamá, Panamá, PA

---

## Event Description

HNMUN-Latin America is a premier conferences event in Panamá. 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:** 43/100

**Expected Attendance:** 468 people

**Event ID:** 7RUGrRAFFF6hghjbPa

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 187 across all properties

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

---