

HortiFruit

DATE: Thursday, November 20, 2025

LOCATION: Torre-Pacheco, ES

Event Description

HortiFruit is a premier conferences event in Torre-Pacheco. 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: 41/100

Expected Attendance: 359 people

Event ID: RtfLRUc7gxuGiM2zMa

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 144 across all properties

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

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<https://becircadian.com/events/hortifruit>

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