

# IA generativa como propulsor de la eficiencia y mejora de los procesos

DATE: Tuesday, November 18, 2025  
LOCATION: Tres Cantos, Comunidad de Madrid, ES

## Event Description

IA generativa como propulsor de la eficiencia y mejora de los procesos is a premier conferences event in Tres Cantos. 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:** 29/100

**Expected Attendance:** 94 people

**Event ID:** 5US3H765wenqmqYe6S

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 38 across all properties

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