

¿IAhora? Entre lo posible y lo imposible en el marketing de datos.

DATE: Tuesday, November 4, 2025

LOCATION: Buenos Aires, Ciudad Autónoma de Buenos Aires, AR

Event Description

¿IAhora? Entre lo posible y lo imposible en el marketing de datos. is a premier conferences event in Buenos Aires. 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: 39/100

Expected Attendance: 276 people

Event ID: tJEU8KHAig8ayF4kgY

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: 110 across all properties

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

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<https://becircadian.com/events/iahora-entre-lo-posible-y-lo-imposible-en-el-marketing-de-datos>

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