

# ibtm americas (formerly ibtm latin america)

DATE: Wednesday, August 20, 2025  
LOCATION: Naucalpan de Juárez, Ciudad de México, MX

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## Event Description

ibtm americas (formerly ibtm latin america) is a premier expos event in Naucalpan de Juárez. 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:** 60/100

**Expected Attendance:** 3,200 people

**Event ID:** Gbf8bR3Fxmrr9EBp8f

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,280 across all properties

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