

III CONGRESO DE SALUD Y BIENESTAR

DATE: Thursday, October 16, 2025
LOCATION: Ciudad de Guatemala, Guatemala, GT

Event Description

III CONGRESO DE SALUD Y BIENESTAR is a premier conferences event in Ciudad de Guatemala. 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: 42/100
Expected Attendance: 385 people
Event ID: Gr3gS2viCeig2UZQK

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 154 across all properties

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