

Imagine Dragons at Vive Claro

DATE: Friday, October 17, 2025
LOCATION: Bogotá, Bogotá, CO

Event Description

Imagine Dragons at Vive Claro is a premier concerts event in Bogotá. 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: concerts

Importance Rank: 76/100

Expected Attendance: 20,596 people

Event ID: CxoPt9RY7WPSaiXGQp

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,238 across all properties

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

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