

LIDER 360: conectar

DATE: Saturday, November 22, 2025
LOCATION: San Martín, Mendoza, AR

Event Description

LIDER 360: conectar is a premier conferences event in San Martín. 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: 35/100
Expected Attendance: 185 people
Event ID: HYM7eD7pGRvUm9oWDt

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 74 across all properties

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