

# MADEREXPO 2025

DATE: Thursday, August 21, 2025  
LOCATION: Santiago de Surco, Provincia de Lima, PE

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## Event Description

MADEREXPO 2025 is a premier expos event in Santiago de Surco. 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:** 73/100

**Expected Attendance:** 14,385 people

**Event ID:** 6f6jppUV3QVd5u6fgd

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,754 across all properties

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

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