

Marketing B2B en la era digital

DATE: Wednesday, November 19, 2025

LOCATION: Málaga, Andalucía, ES

Event Description

Marketing B2B en la era digital is a premier conferences event in Málaga. 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: 38/100

Expected Attendance: 255 people

Event ID: C2MyFJnuECCZK4sA3U

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 102 across all properties

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