

MERINO 4H EXTENDED SET

DATE: Saturday, October 25, 2025

LOCATION: Ibagué, Tolima, CO

Event Description

MERINO 4H EXTENDED SET is a premier expos event in Ibagué. 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: 60/100

Expected Attendance: 3,082 people

Event ID: H4yHdyVSHoAo3WGwnA

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,233 across all properties

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