

METODO AGC- La nueva era de las franquicias digitales

DATE: Saturday, October 25, 2025
LOCATION: Cali, Valle del Cauca, CO

Event Description

METODO AGC- La nueva era de las franquicias digitales is a premier conferences event in Cali. 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: 170 people

Event ID: CqApaK2MsmhFUXbZDP

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: 68 across all properties

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