

# Moderate Delays - Simon Bolivar International Airport (CO) (SMR)

DATE: Tuesday, September 30, 2025  
LOCATION: Santa Marta, CO

---

## Event Description

Moderate Delays - Simon Bolivar International Airport (CO) (SMR) is a premier airport-delays event in Santa Marta. 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:** airport-delays

**Importance Rank:** 20/100

**Expected Attendance:** 10,000 people

**Event ID:** GDGPtK52mqcLutHqFM

## Hotel Demand Indicators

**ADR Impact Index:** 3.2x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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