

Participar en la generación del producto la cocreación como innovación

DATE: Thursday, December 11, 2025
LOCATION: Málaga, Andalucía, ES

Event Description

Participar en la generación del producto la cocreación como innovación 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: 39/100

Expected Attendance: 273 people

Event ID: A6qJ7M46JxBn3sX5CX

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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