

# Powerman Colombia

DATE: Sunday, October 26, 2025  
LOCATION: Armenia, Quindío, CO

## Event Description

Powerman Colombia is a premier sports event in Armenia. 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:** sports

**Importance Rank:** 45/100

**Expected Attendance:** 595 people

**Event ID:** 3r6WGz9p4NnD94faKr

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 238 across all properties

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