

# Premios AJE Asturias 2025

DATE: Wednesday, October 15, 2025

LOCATION: Pola de Siero, ES

## Event Description

Premios AJE Asturias 2025 is a premier conferences event in Pola de Siero. 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:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** 7AoG4ny47VoNw6a5nx

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 60 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.*