

Procesa Aiche Colombia Student Regional Conference

DATE: Friday, August 29, 2025
LOCATION: Medellín, Antioquia, CO

Event Description

Procesa Aiche Colombia Student Regional Conference is a premier conferences event in Medellín. 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: 43/100
Expected Attendance: 442 people
Event ID: 9nQP8LLeNq4QUWzyMM

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 177 across all properties

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