

# REFRESH 2025 - Conferencia para Ministros

DATE: Thursday, September 11, 2025  
LOCATION: Añasco, Añasco, PR

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## Event Description

REFRESH 2025 - Conferencia para Ministros is a premier conferences event in Añasco. 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:** 41/100

**Expected Attendance:** 338 people

**Event ID:** BB8iAjfSFpAguBcQTV

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 135 across all properties

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