

# REFRICENTRO LEARNING SHOW (ALOFT PONCE)

DATE: Tuesday, September 30, 2025  
LOCATION: Ponce, Ponce, PR

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## Event Description

REFRICENTRO LEARNING SHOW (ALOFT PONCE) is a premier expos event in Ponce. 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:** expos

**Importance Rank:** 49/100

**Expected Attendance:** 932 people

**Event ID:** DX5MYufxmdxEkiesHP

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 373 across all properties

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