

Transformación Digital en el Bajío: Alianzas que Impulsan el Futuro.

DATE: Thursday, September 25, 2025
LOCATION: San Miguel de Allende, Guanajuato, MX

Event Description

Transformación Digital en el Bajío: Alianzas que Impulsan el Futuro. is a premier conferences event in San Miguel de Allende. 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: 39/100

Expected Attendance: 280 people

Event ID: 5sd7s2E6nKWFLmDiyj

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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