

VTEX Connect LATAM 2025

DATE: Thursday, September 25, 2025
LOCATION: Naucalpan de Juárez, Ciudad de México, MX

Event Description

VTEX Connect LATAM 2025 is a premier expos event in Naucalpan de Juárez. 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: 57/100

Expected Attendance: 2,275 people

Event ID: HBAV59ASbT95dH77ff

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 910 across all properties

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