

33va Verbena de Santo Tomás

DATE: Saturday, August 16, 2025
LOCATION: Ensenada, Baja California, MX

Event Description

33va Verbena de Santo Tomás is a premier festivals event in Ensenada. 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: festivals

Importance Rank: 55/100

Expected Attendance: 1,747 people

Event ID: GBs5BzcDuFhx7f9UK5

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 699 across all properties

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