

# 4to Festival Mis Amigas Las Abejas Plaza Santo Tomás

DATE: Saturday, October 25, 2025  
LOCATION: Ensenada, Baja California, MX

## Event Description

4to Festival Mis Amigas Las Abejas Plaza 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:** 43/100

**Expected Attendance:** 437 people

**Event ID:** 7Uo66iutwiVF2HinXV

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 175 across all properties

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