

5to Edición Festival Cervecerero de Verano

DATE: Sunday, August 17, 2025
LOCATION: Ensenada, Baja California, MX

Event Description

5to Edición Festival Cervecerero de Verano 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: 56/100

Expected Attendance: 2,100 people

Event ID: 9Zbq3AmY5DhyFqFVuV

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: 840 across all properties

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