

# AJAL SEGUNDA EDICIÓN

DATE: Saturday, August 30, 2025

LOCATION: Mérida, Yucatán, MX

## Event Description

AJAL SEGUNDA EDICIÓN is a premier festivals event in Mérida. 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:** 36/100

**Expected Attendance:** 192 people

**Event ID:** 86FKCVNS5i3ZXtZbPk

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 77 across all properties

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

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<https://becircadian.com/events/ajal-segunda-edicin>

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