

Breakthrough Academy Winter Summit

DATE: Wednesday, January 7, 2026
LOCATION: Cabo San Lucas, Baja California Sur, MX

Event Description

Breakthrough Academy Winter Summit is a premier conferences event in Cabo San Lucas. 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: conferences

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: FhAi9HZb2V9i6JVBsV

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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