

# CHARLA: Dr. Francisco Mireles Higuera

DATE: Tuesday, September 23, 2025  
LOCATION: Ensenada, Baja California, MX

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## Event Description

CHARLA: Dr. Francisco Mireles Higuera is a premier concerts 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:** concerts

**Importance Rank:** 42/100

**Expected Attendance:** 377 people

**Event ID:** 3m2eEJjr66ZNREjj69

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 151 across all properties

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

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