

Chica Chécate El Cáncer no es rosa

DATE: Thursday, October 2, 2025
LOCATION: Heroica Matamoros, Tamaulipas, MX

Event Description

Chica Chécate El Cáncer no es rosa is a premier conferences event in Heroica Matamoros. 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: 44/100

Expected Attendance: 486 people

Event ID: 6fsrC8F7wHQQgnPd88

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: 194 across all properties

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

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