

Cine de Verano Plaza Santo Tomás

DATE: Friday, September 5, 2025
LOCATION: Ensenada, Baja California, MX

Event Description

Cine de Verano Plaza Santo Tomás is a premier community 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: community

Importance Rank: 42/100

Expected Attendance: 410 people

Event ID: 45wKjVzwJuU3eiHWYs

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: 164 across all properties

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