

CONGRESO: SALUD Y ESTRÉS EN LA VIDA MODERNA: UN ENFOQUE PARA EL BIENESTAR.

DATE: Friday, November 21, 2025

LOCATION: Mérida, Yucatán, MX

Event Description

CONGRESO: SALUD Y ESTRÉS EN LA VIDA MODERNA: UN ENFOQUE PARA EL BIENESTAR. is a premier conferences 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: conferences

Importance Rank: 41/100

Expected Attendance: 335 people

Event ID: 7va6oKgBd2dZip5ZKr

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 134 across all properties

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