

Desfile de Luces Navideño

DATE: Sunday, December 7, 2025
LOCATION: Ensenada, Baja California, MX

Event Description

Desfile de Luces Navideño is a premier festivals 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: festivals

Importance Rank: 51/100

Expected Attendance: 1,147 people

Event ID: 8Hq4v8Cwq7yAWEN8dP

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 459 across all properties

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