

El marketing que mata a las franquicias

DATE: Thursday, October 16, 2025
LOCATION: Heroica Puebla de Zaragoza, Puebla, MX

Event Description

El marketing que mata a las franquicias is a premier conferences event in Heroica Puebla de Zaragoza. 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: 30/100

Expected Attendance: 100 people

Event ID: 77kNed8yugJ2TUxren

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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