

Ernestina del Mar | Comedia | Xalapa

DATE: Sunday, December 28, 2025
LOCATION: Xalapa-Enríquez, Veracruz, MX

Event Description

Ernestina del Mar | Comedia | Xalapa is a premier performing-arts event in Xalapa-Enríquez. 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: performing-arts

Importance Rank: 50/100

Expected Attendance: 10,000 people

Event ID: ERKUmUpy73znD5nvj2

Hotel Demand Indicators

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

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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