

# EXPO SPA MÉRIDA 2025

DATE: Friday, November 7, 2025

LOCATION: Mérida, Yucatán, MX

## Event Description

EXPO SPA MÉRIDA 2025 is a premier expos 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:** expos

**Importance Rank:** 49/100

**Expected Attendance:** 912 people

**Event ID:** GTix7DXyR5qcnGz7Ky

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 365 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/expo-spa-mrida-2025>

Document generated on 6/4/2026, 12:52:37 AM