

Feria Salud con Sabor en UABC

DATE: Thursday, October 16, 2025
LOCATION: Mexicali, Baja California, MX

Event Description

Feria Salud con Sabor en UABC is a premier festivals event in Mexicali. 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: 38/100

Expected Attendance: 239 people

Event ID: 5DYCs23xNVxwgFzggk

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 96 across all properties

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