

FUCK YEAH 30KM - The Race Before The Race

DATE: Sunday, November 23, 2025
LOCATION: Ciudad López Mateos, Estado de México, MX

Event Description

FUCK YEAH 30KM - The Race Before The Race is a premier community event in Ciudad López Mateos. 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: AxwU8g5wpoLgtypc4S

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.

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