

GMFF 2025 - Función Puebla: La Raya

DATE: Wednesday, November 26, 2025
LOCATION: Heroica Puebla de Zaragoza, Puebla, MX

Event Description

GMFF 2025 - Función Puebla: La Raya is a premier festivals 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: festivals

Importance Rank: 35/100

Expected Attendance: 172 people

Event ID: AxLgwXobzUQv2CVwfW

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 69 across all properties

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

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