

# "Hablemos de violencia, construyamos paz"

DATE: Tuesday, November 25, 2025  
LOCATION: Mexicali, Baja California, MX

## Event Description

"Hablemos de violencia, construyamos paz" is a premier conferences 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:** conferences

**Importance Rank:** 40/100

**Expected Attendance:** 324 people

**Event ID:** 3zZbrswGAxHvYCFxW

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 130 across all properties

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