

Innovamat Conference 2025: Enjoy Thinking MTY

DATE: Thursday, November 13, 2025
LOCATION: San Pedro Garza García, Nuevo León, MX

Event Description

Innovamat Conference 2025: Enjoy Thinking MTY is a premier conferences event in San Pedro Garza García. 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: 45/100

Expected Attendance: 531 people

Event ID: G3xX6Q7h8rxA5upcqy

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 212 across all properties

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