

International Colloquium on Mexican and Latin American Literature

DATE: Wednesday, November 12, 2025
LOCATION: Hermosillo, Sonora, MX

Event Description

International Colloquium on Mexican and Latin American Literature is a premier conferences event in Hermosillo. 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: 43/100

Expected Attendance: 431 people

Event ID: 398KZCGQ2hWj6Wv37h

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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