

# International Expo Rujac

DATE: Wednesday, August 27, 2025  
LOCATION: Guadalajara, Jalisco, MX

## Event Description

International Expo Rujac is a premier expos event in Guadalajara. 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:** expos

**Importance Rank:** 68/100

**Expected Attendance:** 8,000 people

**Event ID:** CCZT2xRWQXUWVRNTR

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,200 across all properties

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