

JOCHO FEST

DATE: Friday, October 24, 2025
LOCATION: Santiago de Querétaro, Querétaro, MX

Event Description

JOCHO FEST is a premier festivals event in Santiago de Querétaro. 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: 42/100

Expected Attendance: 395 people

Event ID: C2tFE5J3zteoaFkrP3

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 158 across all properties

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