

La Fábrica de Santa

DATE: Friday, December 12, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

La Fábrica de Santa is a premier community event in Ciudad de México. 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: community
Importance Rank: 39/100
Expected Attendance: 289 people
Event ID: Ci6NVcSPnuDevGeSJz

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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