

# La Fiera De Ojinaga, Conjunto Primavera, and La Nueva Estrategia

DATE: Friday, August 15, 2025  
LOCATION: Columbus, Ohio, US

## Event Description

La Fiera De Ojinaga, Conjunto Primavera, and La Nueva Estrategia is a premier concerts event in Columbus. 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:** concerts

**Importance Rank:** 56/100

**Expected Attendance:** 1,949 people

**Event ID:** 4owMeKVTUMxwsGZb3K

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 780 across all properties

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