

# La Fiera de Ojinaga in Imperial

DATE: Thursday, August 14, 2025  
LOCATION: Imperial Beach, California, US

## Event Description

La Fiera de Ojinaga in Imperial is a premier expos event in Imperial Beach. 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:** 45/100

**Expected Attendance:** 585 people

**Event ID:** 3nCrRxnsiJhyMkfY4H

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 234 across all properties

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