

La Fiera de Ojinaga y Hermanos Espinoza

DATE: Friday, August 15, 2025
LOCATION: Midland, Texas, US

Event Description

La Fiera de Ojinaga y Hermanos Espinoza is a premier concerts event in Midland. 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: 44/100

Expected Attendance: 498 people

Event ID: BBi2JixjaVhZirfqeu

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 199 across all properties

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