

Martín Ricca Tour 2025 Tijuana, BC. "Black Box"

DATE: Saturday, November 22, 2025
LOCATION: Tijuana, Baja California, MX

Event Description

Martín Ricca Tour 2025 Tijuana, BC. "Black Box" is a premier sports event in Tijuana. 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: sports

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: EJwhRauToxv7P83jQW

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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