

Memorias de Oaxaca

DATE: Friday, September 12, 2025
LOCATION: Santuario de Atotonilco, Guanajuato, MX

Event Description

Memorias de Oaxaca is a premier festivals event in Santuario de Atotonilco. 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: festivals

Importance Rank: 39/100

Expected Attendance: 280 people

Event ID: 333TyHBiwcBTtMkov8

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: 112 across all properties

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