

Mexico Section of SIAM Annual Meeting

DATE: Wednesday, August 13, 2025
LOCATION: Tuxtla Gutiérrez, Chiapas, MX

Event Description

Mexico Section of SIAM Annual Meeting is a premier conferences event in Tuxtla Gutiérrez. 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: conferences

Importance Rank: 44/100

Expected Attendance: 500 people

Event ID: CsUEBhMeXQR5r5mngx

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: 200 across all properties

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