

# Más allá del Diagnóstico

DATE: Sunday, September 14, 2025

LOCATION: Juárez, Chihuahua, MX

## Event Description

Más allá del Diagnóstico is a premier conferences event in Juárez. 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:** 34/100

**Expected Attendance:** 150 people

**Event ID:** EER2j825FW9BCyZPf6

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 60 across all properties

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

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<https://becircadian.com/events/ms-all-del-diagnostico>

Document generated on 6/3/2026, 9:50:48 PM