

# Navidad en Familia 2025 - Oaxaca México

DATE: Sunday, December 21, 2025  
LOCATION: Santa Lucía del Camino, Oaxaca, MX

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## Event Description

Navidad en Familia 2025 - Oaxaca México is a premier conferences event in Santa Lucía del Camino. 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:** 36/100

**Expected Attendance:** 203 people

**Event ID:** 3HxrV4TvfSoWLDFQ82

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 81 across all properties

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