

# New Year, New You Cabo 2026

DATE: Friday, January 30, 2026  
LOCATION: Cabo San Lucas, Baja California Sur, MX

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## Event Description

New Year, New You Cabo 2026 is a premier conferences event in Cabo San Lucas. 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:** 38/100

**Expected Attendance:** 255 people

**Event ID:** FcidfXKLVh4uJwUA7q

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 102 across all properties

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

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