

Next Stop: Academic Fair for International Studies

DATE: Friday, November 14, 2025
LOCATION: San Andrés Cholula, Puebla, MX

Event Description

Next Stop: Academic Fair for International Studies is a premier expos event in San Andrés Cholula. 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: expos

Importance Rank: 53/100

Expected Attendance: 1,355 people

Event ID: FoXEZEVpi8vGUNagda

Hotel Demand Indicators

ADR Impact Index: 6.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 542 across all properties

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