

Pancho Varona and Barzo

DATE: Thursday, November 13, 2025
LOCATION: Santiago de Querétaro, Querétaro, MX

Event Description

Pancho Varona and Barzo is a premier festivals event in Santiago de Querétaro. 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: festivals

Importance Rank: 55/100

Expected Attendance: 1,748 people

Event ID: 9bpRnYWwCjwevR35rj

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 699 across all properties

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