

# Paupapa Salsa & Casino Fest

DATE: Friday, December 12, 2025

LOCATION: Mérida, Yucatán, MX

## Event Description

Paupapa Salsa & Casino Fest is a premier festivals event in Mérida. 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:** 45/100

**Expected Attendance:** 559 people

**Event ID:** D6Pv5RDs7Jthq3pt7a

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 224 across all properties

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