

PMTOUR 2025

DATE: Thursday, October 30, 2025
LOCATION: Del. Benito Juárez, Ciudad de México, MX

Event Description

PMTOUR 2025 is a premier conferences event in Del. Benito Juárez. 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: 39/100

Expected Attendance: 285 people

Event ID: 7ejvvnFdXR9uWK8b3e

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 114 across all properties

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