

# Santa RM

DATE: Saturday, December 13, 2025

LOCATION: Mexico City, MX

---

## Event Description

Santa RM is a premier community event in Mexico City. 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:** community

**Importance Rank:** 27/100

**Expected Attendance:** 67 people

**Event ID:** GWNPtVYSdy5jAP9V6z

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 27 across all properties

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