

# SEMANA DE LA COMUNICACIÓN 2025: LA ERA DIGITAL

DATE: Monday, October 6, 2025  
LOCATION: Reynosa, Tamaulipas, MX

## Event Description

SEMANA DE LA COMUNICACIÓN 2025: LA ERA DIGITAL is a premier conferences event in Reynosa. 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:** 42/100

**Expected Attendance:** 390 people

**Event ID:** 8otgUi2F7Q3TmWrgrnb

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 156 across all properties

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