

SPOTMAKERS: 12 HRS CHALLENGE

DATE: Saturday, November 8, 2025
LOCATION: Heroica Puebla de Zaragoza, Puebla, MX

Event Description

SPOTMAKERS: 12 HRS CHALLENGE is a premier performing-arts event in Heroica Puebla de Zaragoza. 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: performing-arts
Importance Rank: 43/100
Expected Attendance: 433 people
Event ID: BWM3UpGK3bzRPf3age

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 173 across all properties

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

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