

Tech & Wine Fest

DATE: Saturday, November 22, 2025
LOCATION: Francisco Zarco, Baja California, MX

Event Description

Tech & Wine Fest is a premier festivals event in Francisco Zarco. 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: 48/100

Expected Attendance: 805 people

Event ID: BvFtpMDmDVSAf6NMcn

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 322 across all properties

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