

This is Love 2026

DATE: Friday, February 6, 2026
LOCATION: Poza Rica de Hidalgo, Veracruz, MX

Event Description

This is Love 2026 is a premier conferences event in Poza Rica de Hidalgo. 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: 40/100

Expected Attendance: 318 people

Event ID: 4QVArrgf6iJVm2TwYh

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 127 across all properties

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