

VT COSMETICS POP UP STORE: Skin Fitness Care

DATE: Saturday, September 20, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

VT COSMETICS POP UP STORE: Skin Fitness Care is a premier expos event in Ciudad de México. 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: expos
Importance Rank: 53/100
Expected Attendance: 1,407 people
Event ID: Ep8T3vrFE9KEAuyCMp

Hotel Demand Indicators

ADR Impact Index: 6.0x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 563 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/vt-cosmetics-pop-up-store-skin-fitness-care>

Document generated on 6/4/2026, 2:30:13 PM