

# WMF Global Mexican Caribbean

DATE: Monday, November 3, 2025  
LOCATION: Cancún, Quintana Roo, MX

---

## Event Description

WMF Global Mexican Caribbean is a premier conferences event in Cancún. 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:** 389 people

**Event ID:** E5iZj2avPpy4Py7W2Y

## 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.*

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/wmf-global-mexican-caribbean>

Document generated on 6/4/2026, 2:03:27 AM