

XTERRA Santa Elena

DATE: Saturday, August 30, 2025
LOCATION: Santo Domingo Agua Zarca, Hidalgo, MX

Event Description

XTERRA Santa Elena is a premier sports event in Santo Domingo Agua Zarca. 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: sports

Importance Rank: 31/100

Expected Attendance: 106 people

Event ID: BCT3aAi4nQWbPnLszg

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 42 across all properties

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