

# AFRO HEAT

DATE: Sunday, September 21, 2025

LOCATION: San Juan, San Juan, PR

## Event Description

AFRO HEAT is a premier concerts event in San Juan. 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:** concerts

**Importance Rank:** 29/100

**Expected Attendance:** 85 people

**Event ID:** 9Wa7HTQ25saP566ZNM

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 34 across all properties

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