

After Lunario: Mariel Mariel en Casa Miramar

DATE: Thursday, September 11, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

After Lunario: Mariel Mariel en Casa Miramar is a premier performing-arts 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: performing-arts

Importance Rank: 38/100

Expected Attendance: 263 people

Event ID: 9S3x6hgofJegzUkkMJ

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 105 across all properties

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