Alameños De La Sierra

DATE: Saturday, August 16, 2025
LOCATION: Monterrey, Nuevo León, MX

Event Description

Alameños De La Sierra is a premier concerts event in Monterrey. 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: 66/100
Expected Attendance: 6,563 people
Event ID: DTGUQcRxjrKzh5yrf5

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,625 across all properties

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