

Alan Parsons Live Project and Alan Parsons

DATE: Sunday, February 8, 2026
LOCATION: Santiago de Querétaro, Querétaro, MX

Event Description

Alan Parsons Live Project and Alan Parsons is a premier concerts event in Santiago de Querétaro. 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: 63/100

Expected Attendance: 4,271 people

Event ID: 7pJfRpQ8UxVcBBcKm9

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,708 across all properties

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