

# ALASKA - ÚNICA FUNCIÓN -

DATE: Sunday, October 19, 2025  
LOCATION: Guadalajara, Jalisco, MX

## Event Description

ALASKA - ÚNICA FUNCIÓN - is a premier performing-arts event in Guadalajara. 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:** 34/100

**Expected Attendance:** 159 people

**Event ID:** Fk9XXD87qigXE8Va7

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 64 across all properties

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