

# Alejandra Guzmán

DATE: Saturday, August 16, 2025  
LOCATION: León de los Aldama, Guanajuato, MX

## Event Description

Alejandra Guzmán is a premier concerts event in León de los Aldama. 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:** 64/100

**Expected Attendance:** 4,871 people

**Event ID:** GkXYNfhKdxqU3WBkkT

## 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:** 1,948 across all properties

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