

ALYSSA EDWARDS: CROWNED / Festival Migajero

DATE: Sunday, September 28, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

ALYSSA EDWARDS: CROWNED / Festival Migajero 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: 40/100
Expected Attendance: 318 people
Event ID: Fmq9q4LJ5rkX7H9f74

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 127 across all properties

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