

Barro Rojo Tres Miradas

DATE: Friday, August 29, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

Barro Rojo Tres Miradas 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: 43/100
Expected Attendance: 425 people
Event ID: GvqYKGp7s7nG4fwm6L

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 170 across all properties

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