

Barzo, Mula, F.A.V., and Tino Amor

DATE: Thursday, November 20, 2025
LOCATION: Cuernavaca, Morelos, MX

Event Description

Barzo, Mula, F.A.V., and Tino Amor is a premier concerts event in Cuernavaca. 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: 48/100

Expected Attendance: 818 people

Event ID: 9uxZxDeEjCpcapw85D

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 327 across all properties

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