

Bendito Rodeo - Gabito Ballesteros, 2 Carnales, De Parranda (GENERAL)

DATE: Saturday, November 29, 2025
LOCATION: Santiago, Nuevo León, MX

Event Description

Bendito Rodeo - Gabito Ballesteros, 2 Carnales, De Parranda (GENERAL) is a premier concerts event in Santiago. 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: 767 people

Event ID: Acf8HbpHj9SHugyS4J

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: 307 across all properties

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