

BRENDA GAVIÑO Presents First Lady of Rock LINDA RONSTADT

DATE: Thursday, November 20, 2025
LOCATION: Puerto Vallarta, Jalisco, MX

Event Description

BRENDA GAVIÑO Presents First Lady of Rock LINDA RONSTADT is a premier concerts event in Puerto Vallarta. 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: 43/100

Expected Attendance: 440 people

Event ID: EQGg6m6ZKsD33v4Eco

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: 176 across all properties

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