

# Brilla Fest 2025 Entrada General Sin Acceso al Show

DATE: Tuesday, December 30, 2025  
LOCATION: Atlixco, Puebla, MX

## Event Description

Brilla Fest 2025 Entrada General Sin Acceso al Show is a premier community event in Atlixco. 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:** community

**Importance Rank:** 30/100

**Expected Attendance:** 100 people

**Event ID:** Cyc7Vt2BToNZxtKEYG

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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