

Chayanne at Baja California Center

DATE: Thursday, October 16, 2025
LOCATION: Playas de Rosarito, Baja California, MX

Event Description

Chayanne at Baja California Center is a premier concerts event in Playas de Rosarito. 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: 45/100

Expected Attendance: 566 people

Event ID: GUCZKsB7DDLQaGfKr3

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 226 across all properties

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