

# Chayanne - Bailemos Otra Vez - Viña del Mar

DATE: Wednesday, February 11, 2026  
LOCATION: Viña del Mar, Valparaiso Region, CL

## Event Description

Chayanne - Bailemos Otra Vez - Viña del Mar is a premier concerts event in Viña del Mar. 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:** 71/100

**Expected Attendance:** 11,055 people

**Event ID:** A83AMpcVqbX2kQn6qm

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,422 across all properties

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