

# Chayanne

DATE: Wednesday, February 11, 2026

LOCATION: Viña del Mar, CL

## Event Description

Chayanne 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:** 73/100

**Expected Attendance:** 13,865 people

**Event ID:** 6Tm6j2QKQk36a8VnJJ

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x 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:** 5,546 across all properties

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