

# Concierto "Colores latinos" Rumbo a Viena

DATE: Friday, October 3, 2025  
LOCATION: Santiago de Querétaro, Querétaro, MX

## Event Description

Concierto "Colores latinos" Rumbo a Viena is a premier performing-arts event in Santiago de Querétaro. 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:** performing-arts  
**Importance Rank:** 32/100  
**Expected Attendance:** 125 people  
**Event ID:** FG2G7M8uQ9orn7nsEn

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 50 across all properties

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