

Concierto de la Orquesta Marga-Marga

DATE: Friday, August 29, 2025
LOCATION: Viña del Mar, Valparaíso, CL

Event Description

Concierto de la Orquesta Marga-Marga is a premier performing-arts 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: performing-arts

Importance Rank: 35/100

Expected Attendance: 171 people

Event ID: 8qgcA8sKDLQH9aX3Rs

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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