

# De Parranda and Impulso

DATE: Friday, October 31, 2025  
LOCATION: Piedras Negras, Coahuila de Zaragoza, MX

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## Event Description

De Parranda and Impulso is a premier concerts event in Piedras Negras. 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:** 46/100

**Expected Attendance:** 621 people

**Event ID:** 9Hb67j3nEoW8GECxDH

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 248 across all properties

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

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