

Desmadre, Enemy 906, BENEATH THE HORROR, and Real

DATE: Friday, October 17, 2025
LOCATION: Guadalajara, Jalisco, MX

Event Description

Desmadre, Enemy 906, BENEATH THE HORROR, and Real is a premier festivals event in Guadalajara. 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: festivals

Importance Rank: 46/100

Expected Attendance: 600 people

Event ID: 5z8efq4ADHJGCZ4L5M

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: 240 across all properties

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