

# Edgardo Nuñez, Salazar, and Los Farmerz

DATE: Saturday, November 15, 2025  
LOCATION: Tijuana, Baja California, MX

## Event Description

Edgardo Nuñez, Salazar, and Los Farmerz is a premier concerts event in Tijuana. 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:** 67/100

**Expected Attendance:** 7,142 people

**Event ID:** 3NtRh87H9Y9wt9yiNq

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,857 across all properties

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