

# Edén Muñoz and La Receta

DATE: Thursday, September 11, 2025

LOCATION: Zacatecas, MX

## Event Description

Edén Muñoz and La Receta is a premier concerts event in Zacatecas. 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:** 50/100

**Expected Attendance:** 984 people

**Event ID:** 5cQ8D82J8HwhwG9XeA

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 394 across all properties

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