

ekö II by &TOMS

DATE: Friday, September 26, 2025
LOCATION: Guadalajara, Jalisco, MX

Event Description

ekö II by &TOMS is a premier concerts 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: concerts

Importance Rank: 41/100

Expected Attendance: 351 people

Event ID: DGFsKoUiYd2R4qLcY8

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 140 across all properties

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