

Festival Mariana Bracetti + Loleta Haze | Drags + Poesía + Mercado + Música

DATE: Thursday, September 25, 2025
LOCATION: San Juan, San Juan, PR

Event Description

Festival Mariana Bracetti + Loleta Haze | Drags + Poesía + Mercado + Música is a premier expos event in San Juan. 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: expos

Importance Rank: 45/100

Expected Attendance: 559 people

Event ID: 5wcuXiFa6JKoPSCzch

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 224 across all properties

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