

# Fonda Doña Florinda at Parque La Araucana

DATE: Saturday, September 20, 2025  
LOCATION: La Florida, Región Metropolitana, CL

## Event Description

Fonda Doña Florinda at Parque La Araucana is a premier concerts event in La Florida. 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:** 53/100

**Expected Attendance:** 1,353 people

**Event ID:** CWVcX26uUYzUoFRbJw

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 541 across all properties

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