

# Galas de Mariachi "Los Inmortales"

DATE: Thursday, September 4, 2025  
LOCATION: Guadalajara, Jalisco, MX

## Event Description

Galas de Mariachi "Los Inmortales" is a premier concert 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:** 50/100

**Expected Attendance:** 1,015 people

**Event ID:** Ax83dEaShN27RC5YzJ

## 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:** 406 across all properties

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