

# Gerardo Ortiz

DATE: Sunday, November 23, 2025

LOCATION: Hidalgo, Texas, US

## Event Description

Gerardo Ortiz is a premier concerts event in Hidalgo. 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:** 60/100

**Expected Attendance:** 3,214 people

**Event ID:** DPh8t2EF7gADNdU7mL

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,286 across all properties

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