

# Grupo Firme

DATE: Friday, October 10, 2025

LOCATION: Pachuca, MX

## Event Description

Grupo Firme is a premier concerts event in Pachuca. 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:** 66/100

**Expected Attendance:** 6,000 people

**Event ID:** 9LeNMLqfv7Gkac9teE

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,400 across all properties

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