

# Ha-Ash and Kaia Lana

DATE: Friday, October 3, 2025  
LOCATION: Santiago de Querétaro, Querétaro, MX

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## Event Description

Ha-Ash and Kaia Lana is a premier concerts event in Santiago de Querétaro. 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:** 63/100

**Expected Attendance:** 4,240 people

**Event ID:** G99V5omd5M8VhHDh65

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,696 across all properties

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

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