

# HAKIM: ALL NIGHT LONG

DATE: Saturday, November 22, 2025

LOCATION: Zapopan, Jalisco, MX

## Event Description

HAKIM: ALL NIGHT LONG is a premier concerts event in Zapopan. 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:** 47/100

**Expected Attendance:** 744 people

**Event ID:** 3ohcoNAtK4vtA4i4UV

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 298 across all properties

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

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<https://becircadian.com/events/hakim-all-night-long>

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