

Hammerfall and Masterplan

DATE: Tuesday, November 18, 2025
LOCATION: Tegucigalpa, Departamento de Francisco Morazán, HN

Event Description

Hammerfall and Masterplan is a premier concerts event in Tegucigalpa. 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: 53/100

Expected Attendance: 1,424 people

Event ID: BgHJnatR3W43Q5bEmY

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 570 across all properties

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