

# Hate, ESHTADUR, and ORION RISE

DATE: Friday, October 17, 2025  
LOCATION: Monterrey, Nuevo León, MX

---

## Event Description

Hate, ESHTADUR, and ORION RISE is a premier concerts event in Monterrey. 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:** 49/100

**Expected Attendance:** 881 people

**Event ID:** 9y9DVRrsG7muEjdqtL

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 352 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/hate-eshtadur-and-orion-rise>

Document generated on 6/4/2026, 2:47:26 AM