

HIGHĚŠT / Muli

DATE: Friday, September 12, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

HIGHĚŠT / Muli is a premier performing-arts event in Ciudad de México. 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: performing-arts
Importance Rank: 45/100
Expected Attendance: 552 people
Event ID: 9bE5VTKbFaLZj8Ngu5

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 221 across all properties

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