

Horace Andy, Son Rompe Pera, and Reverberation Radio

DATE: Saturday, October 11, 2025
LOCATION: Queretaro, MX

Event Description

Horace Andy, Son Rompe Pera, and Reverberation Radio is a premier festivals event in Queretaro. 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: festivals

Importance Rank: 52/100

Expected Attendance: 1,230 people

Event ID: 4fJ4oszTGoJN4tRmJB

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 492 across all properties

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