

Illapu

DATE: Saturday, October 11, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

Illapu is a premier concerts 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: concerts

Importance Rank: 58/100

Expected Attendance: 2,564 people

Event ID: AYdcyGz8oz2TkTHbL9

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,026 across all properties

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