

Insano Live Sessions Vol. 3 - (USD)

DATE: Friday, January 9, 2026
LOCATION: Mexicali, Baja California, MX

Event Description

Insano Live Sessions Vol. 3 - (USD) is a premier concerts event in Mexicali. 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: 45/100

Expected Attendance: 554 people

Event ID: 5aqxfozzU8nGU8qQC3

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: 222 across all properties

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