

Intocable at Vinicola Parvada

DATE: Saturday, August 23, 2025

LOCATION: Parras de la Fuente, Coahuila de Zaragoza, MX

Event Description

Intocable at Vinicola Parvada is a premier concerts event in Parras de la Fuente. 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: 590 people

Event ID: J3N7EpiuAbn9MwKSke

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: 236 across all properties

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