

ISMAEL SERRANO - Tour Guitarra y Voz

DATE: Friday, November 7, 2025

LOCATION: Mexico City, MX

Event Description

ISMAEL SERRANO - Tour Guitarra y Voz is a premier concerts event in Mexico City. 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: 34/100

Expected Attendance: 162 people

Event ID: G53AxaMa4jEvziP7Ax

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 65 across all properties

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