

IVORY, Adam Ten, AERA, and Colossio

DATE: Saturday, September 27, 2025
LOCATION: Monterrey, Nuevo León, MX

Event Description

IVORY, Adam Ten, AERA, and Colossio is a premier festivals event in Monterrey. 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: 1,252 people

Event ID: t5whkjpBXECda3tGvH

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: 501 across all properties

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