

# Jaime Varela at Lunario

DATE: Saturday, October 25, 2025  
LOCATION: Ciudad de México, Ciudad de México, MX

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## Event Description

Jaime Varela at Lunario 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:** 49/100

**Expected Attendance:** 940 people

**Event ID:** 5tYnbPi8xBFXoXvr7

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 376 across all properties

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

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