

# Juan Cirerol and Chino Marcial

DATE: Saturday, November 22, 2025  
LOCATION: Ciudad Obregón, Sonora, MX

## Event Description

Juan Cirerol and Chino Marcial is a premier concerts event in Ciudad Obregón. 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:** 842 people

**Event ID:** ExgjMmryxh946LsFgv

## 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:** 337 across all properties

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