

Juan Cirerol, Isaac Montijo, and Chino Marcial

DATE: Friday, November 21, 2025
LOCATION: Hermosillo, Sonora, MX

Event Description

Juan Cirerol, Isaac Montijo, and Chino Marcial is a premier concerts event in Hermosillo. 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: 41/100

Expected Attendance: 345 people

Event ID: 4ANZhBak4jWUWETBvP

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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