

Julio Preciado and El Coyote

DATE: Friday, September 19, 2025

LOCATION: Zapopan, Jalisco, MX

Event Description

Julio Preciado and El Coyote is a premier concerts event in Zapopan. 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: 62/100

Expected Attendance: 4,183 people

Event ID: GrakHGZCGNu9Rax9uG

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,673 across all properties

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