

Kaleko Urdangak, Mortalis, Blue Collar Criminals, and The Backstabbers SJ

DATE: Wednesday, August 13, 2025
LOCATION: Mexicali, Baja California, MX

Event Description

Kaleko Urdangak, Mortalis, Blue Collar Criminals, and The Backstabbers SJ is a premier concerts event in Mexicali. 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: 846 people

Event ID: 7ym4vF9sg6JGQPqZs

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: 338 across all properties

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