

Las Estrellas Perdidas

DATE: Friday, August 22, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

Las Estrellas Perdidas 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: 47/100

Expected Attendance: 731 people

Event ID: 3hc6NiFC2TwdbL6H8g

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 292 across all properties

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