

# Lasso at Showcenter Complex

DATE: Thursday, August 14, 2025  
LOCATION: San Pedro Garza García, Nuevo León, MX

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## Event Description

Lasso at Showcenter Complex is a premier concerts event in San Pedro Garza García. 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:** 58/100

**Expected Attendance:** 2,601 people

**Event ID:** 6Y8eKHD3tHdpKxbMtm

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,040 across all properties

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

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