

# Loco Amor

DATE: Thursday, January 1, 2026  
LOCATION: Ciudad de México, Ciudad de México, MX

---

## Event Description

Loco Amor is a premier performing-arts 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:** performing-arts  
**Importance Rank:** 35/100  
**Expected Attendance:** 169 people  
**Event ID:** 9xRt8q4kQcr6UbG8M5

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 68 across all properties

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

---