

Los Horóscopos de Durango

DATE: Saturday, January 31, 2026

LOCATION: Ciudad Juárez, MX

Event Description

Los Horóscopos de Durango is a premier concerts event in Ciudad Juárez. 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: 46/100

Expected Attendance: 603 people

Event ID: 8BGLfHBc3x2tmi2oez

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 241 across all properties

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