

# Los Originales De San Juan, Grupo Exterminador, Los Sementales de Nuevo León, and Los Capos De Mexico

DATE: Friday, September 19, 2025  
LOCATION: Winston-Salem, North Carolina, US

## Event Description

Los Originales De San Juan, Grupo Exterminador, Los Sementales de Nuevo León, and Los Capos De Mexico is a premier concerts event in Winston-Salem. 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:** 50/100

**Expected Attendance:** 990 people

**Event ID:** ECHD3VrM9jFToRfp2N

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 396 across all properties

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

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