

Los Viejos and No Somos Nada

DATE: Saturday, October 18, 2025
LOCATION: La Paz, Baja California Sur, MX

Event Description

Los Viejos and No Somos Nada is a premier concerts event in La Paz. 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: 49/100

Expected Attendance: 886 people

Event ID: 7dh8Vvqf2Pimg9JD5p

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 354 across all properties

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