

Los Viejos, Gula, and Soga

DATE: Saturday, November 8, 2025

LOCATION: Mexico City, MX

Event Description

Los Viejos, Gula, and Soga is a premier concerts event in Mexico City. 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: 48/100

Expected Attendance: 839 people

Event ID: ENfK5a3LMcRZuD3RP6

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 336 across all properties

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