

Loteria Nights!

DATE: Wednesday, August 13, 2025

LOCATION: Harlingen, Texas, US

Event Description

Loteria Nights! is a premier performing-arts event in Harlingen. 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: 43/100

Expected Attendance: 446 people

Event ID: 3UJJUnZZfb8cQwN5ax

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 178 across all properties

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

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<https://becircadian.com/events/loteria-nights>

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