M Party

DATE: Tuesday, December 30, 2025
LOCATION: Cuauhtemoc, MX

Event Description

M Party is a premier performing-arts event in Cuauhtemoc. 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: 39/100
Expected Attendance: 269 people
Event ID: 4Mqug3nhmARcbd9uGK

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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