

# Malcriada and Malcriada

DATE: Friday, September 19, 2025

LOCATION: Mérida, Yucatán, MX

## Event Description

Malcriada and Malcriada is a premier concerts event in Mérida. 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:** 45/100

**Expected Attendance:** 553 people

**Event ID:** 5JWaknC4GeTAm7UaKh

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 221 across all properties

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