

Marta Sánchez

DATE: Thursday, January 22, 2026
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

Marta Sánchez is a premier concerts event in Ciudad de México. 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: 55/100

Expected Attendance: 1,700 people

Event ID: E9z2npEUy8ubXXPJbV

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 680 across all properties

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