

# &ME and Keinemusik

DATE: Sunday, January 4, 2026  
LOCATION: San José del Cabo, Baja California Sur, MX

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## Event Description

&ME and Keinemusik is a premier concerts event in San José del Cabo. 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:** 47/100

**Expected Attendance:** 717 people

**Event ID:** 5qaz6Y88mewYcK5wtR

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 287 across all properties

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