

Melodías del más allá

DATE: Friday, October 24, 2025
LOCATION: Tijuana, Baja California, MX

Event Description

Melodías del más allá is a premier concerts event in Tijuana. 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: 679 people

Event ID: 3QYWQHn8q4npRTvrGF

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: 272 across all properties

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