

Mentiras el musical at Escenario GNP Seguros

DATE: Saturday, November 8, 2025
LOCATION: Monterrey, Nuevo León, MX

Event Description

Mentiras el musical at Escenario GNP Seguros is a premier performing-arts event in Monterrey. 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: 59/100

Expected Attendance: 2,774 people

Event ID: 4TSNhYoJx45NrRkRRQ

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,110 across all properties

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