

Mercurio, Erika Zaba, and Diego Schoening

DATE: Saturday, September 6, 2025
LOCATION: San Pedro Garza García, MX

Event Description

Mercurio, Erika Zaba, and Diego Schoening is a premier concerts event in San Pedro Garza García. 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: 43/100

Expected Attendance: 456 people

Event ID: 5xjq5Ejv5qRxy2WvyH

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 182 across all properties

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