

Midnight Party Run - Starry Sky

DATE: Friday, September 26, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

Midnight Party Run - Starry Sky is a premier community 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: community

Importance Rank: 39/100

Expected Attendance: 284 people

Event ID: 4iqjS7d8hjkMaNno4u

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 114 across all properties

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