

# MIRA MIRA [TOPAZ DELUXE] + EKKO [KASA KURO]

DATE: Sunday, August 31, 2025  
LOCATION: León de los Aldama, Guanajuato, MX

## Event Description

MIRA MIRA [TOPAZ DELUXE] + EKKO [KASA KURO] is a premier concerts event in León de los Aldama. 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:** 38/100

**Expected Attendance:** 260 people

**Event ID:** GviA3WNZwS4QvTZm4h

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 104 across all properties

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