

# Montesanto presenta "Fiesta en el Desierto"

DATE: Wednesday, November 26, 2025  
LOCATION: Ciudad de México, Ciudad de México, MX

## Event Description

Montesanto presenta "Fiesta en el Desierto" is a premier concerts 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:** concerts

**Importance Rank:** 57/100

**Expected Attendance:** 2,310 people

**Event ID:** 49UmFNjshWF7V45X3a

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 924 across all properties

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