

# Navidad Esmeralda: Concierto - Luz Eterna

DATE: Saturday, December 13, 2025  
LOCATION: Ciudad López Mateos, Estado de México, MX

## Event Description

Navidad Esmeralda: Concierto - Luz Eterna is a premier concerts event in Ciudad López Mateos. 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:** 34/100

**Expected Attendance:** 158 people

**Event ID:** 38ddo5rHqtXzScGPGh

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 63 across all properties

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