

# Noche de las Estrellas con el Cuarteto Ars Musik

DATE: Wednesday, November 19, 2025  
LOCATION: Toluca de Lerdo, Estado de México, MX

## Event Description

Noche de las Estrellas con el Cuarteto Ars Musik is a premier performing-arts event in Toluca de Lerdo. 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:** performing-arts

**Importance Rank:** 34/100

**Expected Attendance:** 157 people

**Event ID:** GidH97hHfUAhr8FgR

## 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.*