

Nunca Jamás and Estorbo

DATE: Thursday, September 18, 2025
LOCATION: Monclova, Coahuila de Zaragoza, MX

Event Description

Nunca Jamás and Estorbo is a premier concerts event in Monclova. 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: 46/100

Expected Attendance: 643 people

Event ID: 59VuY69SQQyKTRB2Yy

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 257 across all properties

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