

OJUEM y EOBA - Breaking the waves de Missy Mazzoli

DATE: Saturday, October 18, 2025
LOCATION: Guanajuato, Guanajuato, MX

Event Description

OJUEM y EOBA - Breaking the waves de Missy Mazzoli is a premier performing-arts event in Guanajuato. 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: 39/100
Expected Attendance: 286 people
Event ID: De9Am42EQHdu2azt4f

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 114 across all properties

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