

# Rauw Alejandro at Movistar Arena

DATE: Monday, October 13, 2025  
LOCATION: Santiago, Región Metropolitana, CL

## Event Description

Rauw Alejandro at Movistar Arena is a premier concerts event in Santiago. 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:** 63/100

**Expected Attendance:** 4,455 people

**Event ID:** 9gj7wcGs6hTqppXoNy

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,782 across all properties

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

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<https://becircadian.com/events/rauw-alejandro-at-movistar-arena>

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