

# Registro Gratuito Sun and Sea

DATE: Sunday, October 12, 2025  
LOCATION: Guanajuato, Guanajuato, MX

## Event Description

Registro Gratuito Sun and Sea 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:** 50/100

**Expected Attendance:** 10,000 people

**Event ID:** 33RfRX6WNp4qNu6Gpc

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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