

RETRO NIGHT • Rock vs Pop • 80's - 90's

DATE: Friday, August 15, 2025
LOCATION: Toluca, MX

Event Description

RETRO NIGHT • Rock vs Pop • 80's - 90's is a premier concerts event in Toluca. 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: 644 people
Event ID: 5xK8Yrnn94gu4KvUdb

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: 258 across all properties

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