

# Ricardo O Farrill at Escenario GNP Seguros

DATE: Saturday, September 20, 2025  
LOCATION: Monterrey, Nuevo León, MX

## Event Description

Ricardo O Farrill at Escenario GNP Seguros is a premier concerts event in Monterrey. 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:** 59/100

**Expected Attendance:** 2,764 people

**Event ID:** DtYrsNaiH2dQHsGdzH

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,106 across all properties

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