

# Sala Chat: LA ESCENA Queer Culture, Ballroom & Boricua Futures + DJ Alberta

DATE: Friday, August 22, 2025  
LOCATION: San Juan, San Juan, PR

## Event Description

Sala Chat: LA ESCENA Queer Culture, Ballroom & Boricua Futures + DJ Alberta is a premier concerts event in San Juan. 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:** 32/100

**Expected Attendance:** 119 people

**Event ID:** AgLB5CrJmYa2Z8DrQW

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 48 across all properties

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