

# SALSA NIGHT featuring SONIDO SUEÑO

DATE: Friday, August 15, 2025  
LOCATION: Reno, Nevada, US

## Event Description

SALSA NIGHT featuring SONIDO SUEÑO is a premier concerts event in Reno. 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:** 27/100

**Expected Attendance:** 71 people

**Event ID:** GyuQA8GpHgMAY356x5

## Hotel Demand Indicators

**ADR Impact Index:** 3.8x 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:** 28 across all properties

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