

# San Pascualito Rey

DATE: Friday, November 28, 2025  
LOCATION: Toluca de Lerdo, Estado de México, MX

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## Event Description

San Pascualito Rey is a premier concerts event in Toluca de Lerdo. 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:** 39/100

**Expected Attendance:** 288 people

**Event ID:** HPKpMsKXLYRWAwCPfW

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 115 across all properties

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

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