

Secret Temple – A Journey Through Sound & Cacao

DATE: Friday, October 24, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

Secret Temple – A Journey Through Sound & Cacao is a premier concerts event in Ciudad de México. 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: 52/100
Expected Attendance: 1,309 people
Event ID: 3YoeXEYziQ64BsMfC4

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 524 across all properties

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