

# Serene Amor & Ray Live at The Imperial

DATE: Friday, August 15, 2025  
LOCATION: Albuquerque, New Mexico, US

## Event Description

Serene Amor & Ray Live at The Imperial is a premier concerts event in Albuquerque. 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:** 42/100

**Expected Attendance:** 376 people

**Event ID:** AoyvbiWVKGeWsJckYx

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 150 across all properties

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