

Solarstone and Obie Fernandez

DATE: Friday, November 28, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

Solarstone and Obie Fernandez 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: 54/100

Expected Attendance: 1,645 people

Event ID: FVk2ym9bYA8THSiJtV

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 658 across all properties

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

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