

# SORPRESA - Solín en Hermosillo

DATE: Sunday, October 12, 2025  
LOCATION: Hermosillo, Sonora, MX

## Event Description

SORPRESA - Solín en Hermosillo is a premier festivals event in Hermosillo. 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:** festivals

**Importance Rank:** 34/100

**Expected Attendance:** 153 people

**Event ID:** 4qh5RjNTG97G2pRcre

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 61 across all properties

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