

Sylvania and Alvath

DATE: Sunday, October 19, 2025
LOCATION: Mexicali, Baja California, MX

Event Description

Sylvania and Alvath is a premier concerts event in Mexicali. 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: 38/100
Expected Attendance: 246 people
Event ID: 4g9dGzBichu9rnL4t7

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 98 across all properties

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