

# The Altons & Thee Sinseers: Club Heartache

DATE: Friday, November 7, 2025  
LOCATION: Monterrey, Nuevo León, MX

## Event Description

The Altons & Thee Sinseers: Club Heartache is a premier concerts event in Monterrey. 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:** 46/100

**Expected Attendance:** 628 people

**Event ID:** AxqnM6STRRFVdJnBne

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 251 across all properties

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