

# The Devil Wears Prada

DATE: Thursday, August 14, 2025

LOCATION: Buenos Aires, AR

## Event Description

The Devil Wears Prada is a premier concerts event in Buenos Aires. 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:** 41/100

**Expected Attendance:** 367 people

**Event ID:** HHgZchFHjyJuyYpGtS

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 147 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/the-devil-wears-prada>

Document generated on 6/3/2026, 10:37:53 PM