

# The Holydrug Couple and Sunbeam Sound Machine

DATE: Wednesday, September 24, 2025  
LOCATION: Guadalajara, MX

## Event Description

The Holydrug Couple and Sunbeam Sound Machine is a premier concerts event in Guadalajara. 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:** 254 people

**Event ID:** FR2B3vRTZLh6WvYvxg

## 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:** 102 across all properties

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