

The Soulcasters

DATE: Saturday, August 23, 2025
LOCATION: Torreón, Coahuila de Zaragoza, MX

Event Description

The Soulcasters is a premier performing-arts event in Torreón. 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: performing-arts

Importance Rank: 51/100

Expected Attendance: 1,158 people

Event ID: 66DyiMJPvyj7JvEURj

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 463 across all properties

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