

Thermo, Thermo Mx, and Ray Coyote

DATE: Saturday, October 4, 2025

LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

Thermo, Thermo Mx, and Ray Coyote is a premier concerts event in Ciudad de México. 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: 57/100

Expected Attendance: 2,258 people

Event ID: 8v98EqUkw6aCsPj4HQ

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 903 across all properties

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

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