

# Tungas and Aurum

DATE: Friday, October 24, 2025  
LOCATION: San Luis Potosí, San Luis Potosí, MX

## Event Description

Tungas and Aurum is a premier concerts event in San Luis Potosí. 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:** 52/100

**Expected Attendance:** 1,231 people

**Event ID:** 6fNBcFhndUWDf4kAUT

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 492 across all properties

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