

Unibeat Festival UTL

DATE: Wednesday, October 22, 2025
LOCATION: León de los Aldama, Guanajuato, MX

Event Description

Unibeat Festival UTL is a premier festivals event in León de los Aldama. 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: festivals

Importance Rank: 46/100

Expected Attendance: 611 people

Event ID: BzactFST7dfJv6HVLG

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 244 across all properties

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