

Unperro andaluz and Laboratorios Moreno

DATE: Sunday, October 12, 2025
LOCATION: Guadalajara, Jalisco, MX

Event Description

Unperro andaluz and Laboratorios Moreno 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: 46/100

Expected Attendance: 632 people

Event ID: Av3BzcDKvaRyZqbDXY

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: 253 across all properties

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