

# Vivir Quintana at Teatro de la Ciudad Esperanza Iris

DATE: Thursday, October 9, 2025  
LOCATION: Mexico City, MX

## Event Description

Vivir Quintana at Teatro de la Ciudad Esperanza Iris is a premier concerts event in Mexico City. 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:** 43/100

**Expected Attendance:** 444 people

**Event ID:** 5aFrMEkhxsxTL6WcvY

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 178 across all properties

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