

Yellowstone X Rodeo El Venado: Capitulo 2

DATE: Saturday, August 30, 2025
LOCATION: Santiago, Nuevo León, MX

Event Description

Yellowstone X Rodeo El Venado: Capitulo 2 is a premier festivals event in Santiago. 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: 49/100

Expected Attendance: 936 people

Event ID: 9txD9vzuVAhYUmaWj8

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 374 across all properties

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