

# ::: RUMBO AL MICTLAN ::: POR EL SANTUARIO MUSIC & COLECTIVO RUMBOS

DATE: Saturday, November 1, 2025

LOCATION: El Texcal, Morelos, MX

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## Event Description

::: RUMBO AL MICTLAN ::: POR EL SANTUARIO MUSIC & COLECTIVO RUMBOS is a premier festivals event in El Texcal. 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:** 42/100

**Expected Attendance:** 389 people

**Event ID:** ay49iRmF9C7xZKNdb8

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 156 across all properties

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