

6D: Dia de Muertos (Day of the Dead)

DATE: Saturday, November 1, 2025
LOCATION: Tulum, Quintana Roo, MX

Event Description

6D: Dia de Muertos (Day of the Dead) is a premier festivals event in Tulum. 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: 44/100

Expected Attendance: 513 people

Event ID: 9J8gzMjCXvmtP9q8rN

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: 205 across all properties

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