

# ALTAR: Día de los Muertos at Drift

DATE: Thursday, October 30, 2025  
LOCATION: San José del Cabo, Baja California Sur, MX

## Event Description

ALTAR: Día de los Muertos at Drift is a premier festivals event in San José del Cabo. 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:** 37/100

**Expected Attendance:** 215 people

**Event ID:** 7xL2iZaVjNrQ5GgnWY

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 86 across all properties

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