

Carrera Día de Muertos

DATE: Sunday, November 2, 2025
LOCATION: Tijuana, Baja California, MX

Event Description

Carrera Día de Muertos is a premier community event in Tijuana. 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: community

Importance Rank: 38/100

Expected Attendance: 249 people

Event ID: 6FmaiMfv6C8TxEA4NQ

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 100 across all properties

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