

Concierto de Día de Muertos CEM 2025

DATE: Friday, October 31, 2025
LOCATION: Santiago de Querétaro, Querétaro, MX

Event Description

Concierto de Día de Muertos CEM 2025 is a premier concerts event in Santiago de Querétaro. 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: concerts

Importance Rank: 30/100

Expected Attendance: 103 people

Event ID: Dx6ovB9oB5qBSnDSZN

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 41 across all properties

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