

Día de Brujas que Bailan

DATE: Saturday, October 25, 2025
LOCATION: San Juan del Río, Querétaro, MX

Event Description

Día de Brujas que Bailan is a premier festivals event in San Juan del Río. 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: 38/100

Expected Attendance: 247 people

Event ID: H35FZDRMu3fDHY2aob

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: 99 across all properties

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