

Dia de Muertos En Nigara

DATE: Saturday, October 25, 2025
LOCATION: Niagara Falls, Ontario, CA

Event Description

Dia de Muertos En Nigara is a premier festivals event in Niagara Falls. 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: 45/100

Expected Attendance: 546 people

Event ID: 9o2c88s2ntUSWrq4XV

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 218 across all properties

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