

# El Festival de la Cerveza de Tulum

DATE: Saturday, August 30, 2025  
LOCATION: Tulum, Quintana Roo, MX

## Event Description

El Festival de la Cerveza de Tulum is a premier festivals event in Tulum. 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:** 49/100

**Expected Attendance:** 940 people

**Event ID:** HHgyzHGkjzkbJFmGdr

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 376 across all properties

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