

# Exhibición de Día de Muertos | Day of the Dead Exhibition

DATE: Sunday, November 2, 2025  
LOCATION: Lusail, Al Daayen Municipality, QA

## Event Description

Exhibición de Día de Muertos | Day of the Dead Exhibition is a premier festivals event in Lusail. 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:** 32/100

**Expected Attendance:** 133 people

**Event ID:** BqJU6dCCeYmhXpZEWw

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 53 across all properties

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