

# Farmacos and Luminis

DATE: Saturday, September 20, 2025

LOCATION: Actopan, MX

## Event Description

Farmacos and Luminis is a premier festivals event in Actopan. 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:** 53/100

**Expected Attendance:** 1,485 people

**Event ID:** Gi5keb5APTfKnSTzHc

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 594 across all properties

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

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<https://becircadian.com/events/farmacos-and-luminis>

Document generated on 6/4/2026, 12:57:25 AM