

Festival Universitario de día de muerto

DATE: Saturday, October 25, 2025
LOCATION: Chetumal, Quintana Roo, MX

Event Description

Festival Universitario de día de muerto is a premier festivals event in Chetumal. 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: 58/100

Expected Attendance: 2,500 people

Event ID: AVTaY8FTSEMrW6EpLV

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,000 across all properties

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