

# Halloween 2025: Travesía Misteriosa en Borikén (viernes, 31 de octubre)

DATE: Friday, October 31, 2025  
LOCATION: San Juan, San Juan, PR

## Event Description

Halloween 2025: Travesía Misteriosa en Borikén (viernes, 31 de octubre) is a premier festivals event in San Juan. 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:** 31/100

**Expected Attendance:** 110 people

**Event ID:** BRKLba85QaywPHHacH

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 44 across all properties

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