

Hanal Pixán Pueblo del Maíz

DATE: Friday, October 31, 2025
LOCATION: San Miguel de Cozumel, Quintana Roo, MX

Event Description

Hanal Pixán Pueblo del Maíz is a premier festivals event in San Miguel de Cozumel. 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: 1,471 people

Event ID: 4p6RBvAEo2L2zVa2qC

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: 588 across all properties

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