

# La Fiesta Mexicana - Día de Muertos

DATE: Friday, October 24, 2025  
LOCATION: München, Bayern, DE

## Event Description

La Fiesta Mexicana - Día de Muertos is a premier festivals event in München. 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:** 33/100

**Expected Attendance:** 138 people

**Event ID:** 4Rx8GtSZG9kUuVSk6B

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 55 across all properties

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