

LIGHTING CEREMONY OF THE DAY OF THE DEAD

DATE: Thursday, October 23, 2025
LOCATION: San Antonio, Texas, US

Event Description

LIGHTING CEREMONY OF THE DAY OF THE DEAD is a premier conferences event in San Antonio. 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: conferences

Importance Rank: 33/100

Expected Attendance: 141 people

Event ID: 6kj9sdb8pKvmW5otDT

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: 56 across all properties

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