

Mictlan 'Dia De Muertos' (Sat & Sunday) (Oct 25th / 26th)

DATE: Saturday, October 25, 2025
LOCATION: Ciudad de México, Ciudad de México, MX

Event Description

Mictlan 'Dia De Muertos' (Sat & Sunday) (Oct 25th / 26th) is a premier festivals event in Ciudad de México. 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: 32/100
Expected Attendance: 120 people
Event ID: DeNV023Nt4Z4YNULwg

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 48 across all properties

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