

# Oaxaca Day of the Dead Running Retreat

DATE: Monday, October 27, 2025  
LOCATION: San Jacinto Amilpas, Oaxaca, MX

## Event Description

Oaxaca Day of the Dead Running Retreat is a premier sports event in San Jacinto Amilpas. 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:** sports

**Importance Rank:** 35/100

**Expected Attendance:** 178 people

**Event ID:** EGnPFbMd7h7rLfzk4T

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 71 across all properties

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