

Planta Una Reina 2025 special edition "Día de Muertos"

DATE: Thursday, October 30, 2025
LOCATION: Atenguillo, Jalisco, MX

Event Description

Planta Una Reina 2025 special edition "Día de Muertos" is a premier festivals event in Atenguillo. 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: 50/100

Expected Attendance: 1,006 people

Event ID: HY6xp8ppf2nSrT4fag

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 402 across all properties

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