

# ¿PorQuéNo? Tulum All-White Cenote Festival presented by DPM

DATE: Sunday, January 4, 2026  
LOCATION: Colonia Cristal, Quintana Roo, MX

## Event Description

¿PorQuéNo? Tulum All-White Cenote Festival presented by DPM is a premier festivals event in Colonia Cristal. 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:** 47/100

**Expected Attendance:** 690 people

**Event ID:** APhBEpAJzfB6Chts4G

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 276 across all properties

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