

ROCK & RUN DIA DE MUERTOS 2025

DATE: Sunday, October 26, 2025
LOCATION: Chihuahua, Chihuahua, MX

Event Description

ROCK & RUN DIA DE MUERTOS 2025 is a premier community event in Chihuahua. 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: community

Importance Rank: 39/100

Expected Attendance: 291 people

Event ID: FG9ChFcwn7GSK9v5be

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 116 across all properties

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

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