

Tropic Of Cancer Music & Arts Festival at Todos Santos Plaza Centro

DATE: Saturday, January 17, 2026
LOCATION: Todos Santos, Baja California Sur, MX

Event Description

Tropic Of Cancer Music & Arts Festival at Todos Santos Plaza Centro is a premier festivals event in Todos Santos. 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: 46/100

Expected Attendance: 646 people

Event ID: DVDSKVPjvb952SWFQC

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 258 across all properties

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