

Verano Xul Ha

DATE: Friday, August 15, 2025
LOCATION: Xul-Ha, Quintana Roo, MX

Event Description

Verano Xul Ha is a premier festivals event in Xul-Ha. 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: 61/100

Expected Attendance: 3,534 people

Event ID: P2MAaDGWRH4uAYQ8eX

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,414 across all properties

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