

3ra Edición "Festival Selva Mar y Reggae 2025"

DATE: Saturday, October 18, 2025
LOCATION: Chetumal, Quintana Roo, MX

Event Description

3ra Edición "Festival Selva Mar y Reggae 2025" is a premier festivals event in Chetumal. 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: 54/100

Expected Attendance: 1,500 people

Event ID: 4Gvn7sftbwFzbJmnXT

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 600 across all properties

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