

# Closer To The Sun at Hard Rock Hotel Riviera Maya

DATE: Sunday, January 11, 2026  
LOCATION: Puerto Aventuras, Quintana Roo, MX

## Event Description

Closer To The Sun at Hard Rock Hotel Riviera Maya is a premier festivals event in Puerto Aventuras. 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:** 52/100

**Expected Attendance:** 1,248 people

**Event ID:** 9Zk3cuzh4xohFUxpu

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 499 across all properties

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