

# CME AWAY Conference by Sea Courses

DATE: Saturday, December 27, 2025  
LOCATION: Residencial La Amada, Quintana Roo, MX

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## Event Description

CME AWAY Conference by Sea Courses is a premier conferences event in Residencial La Amada. 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:** conferences

**Importance Rank:** 44/100

**Expected Attendance:** 483 people

**Event ID:** ADV2xFi3pEiuVDaqPW

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 193 across all properties

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