

# Dave and Tim: Riviera Maya at Moon Palace Resort

DATE: Saturday, January 24, 2026  
LOCATION: Cancún, Quintana Roo, MX

## Event Description

Dave and Tim: Riviera Maya at Moon Palace Resort is a premier festivals event in Cancún. 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:** 49/100

**Expected Attendance:** 929 people

**Event ID:** 8ZzU2Nh9NjxMsvtS5y

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 372 across all properties

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