

# Diagnostic Imaging Update in Riviera Maya Cancun

DATE: Monday, January 19, 2026  
LOCATION: Playa del Carmen, Quintana Roo, MX

## Event Description

Diagnostic Imaging Update in Riviera Maya Cancun is a premier expos event in Playa del Carmen. 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:** expos

**Importance Rank:** 40/100

**Expected Attendance:** 300 people

**Event ID:** E5h8VELWiJnhCuzTPQ

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 120 across all properties

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