

Festival Alma y Raíz

DATE: Thursday, October 30, 2025
LOCATION: Puerto Morelos, Quintana Roo, MX

Event Description

Festival Alma y Raíz is a premier festivals event in Puerto Morelos. 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: 1,250 people

Event ID: C3hmnQ4fbB86RDoFWW

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: 500 across all properties

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