

Kermés Gastronómica - El Arrecife 16 de Agosto

DATE: Saturday, August 16, 2025
LOCATION: Puerto Morelos, Quintana Roo, MX

Event Description

Kermés Gastronómica - El Arrecife 16 de Agosto 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: 48/100

Expected Attendance: 836 people

Event ID: BcRLWeBKUBJ52nAMmb

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 334 across all properties

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