

Luke Bryan s Crash My Playa at Moon Palace Resort

DATE: Sunday, January 18, 2026
LOCATION: Cancún, Quintana Roo, MX

Event Description

Luke Bryan s Crash My Playa 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: 51/100

Expected Attendance: 1,131 people

Event ID: GRhGhBM5B9DAVvBf6s

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 452 across all properties

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