

# &ME, Keinemusik, and Adam Port

DATE: Tuesday, January 6, 2026

LOCATION: Tulum, MX

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## Event Description

&ME, Keinemusik, and Adam Port is a premier concerts event in Tulum. 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:** concerts

**Importance Rank:** 45/100

**Expected Attendance:** 544 people

**Event ID:** GhH9jBEZPUAdC7Tm6r

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 218 across all properties

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