

New Moon & Equinox Cacao Ceremony - Luna Nueva Equinoxio & Cacao

DATE: Sunday, September 21, 2025
LOCATION: Playa del Carmen, Quintana Roo, MX

Event Description

New Moon & Equinox Cacao Ceremony - Luna Nueva Equinoxio & Cacao is a premier concert 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: concerts

Importance Rank: 35/100

Expected Attendance: 187 people

Event ID: 6uDW4TLrYvYze4rSdc

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 75 across all properties

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