

Panic En La Playa at Hard Rock Hotel Riviera Maya

DATE: Tuesday, January 20, 2026
LOCATION: Puerto Aventuras, Quintana Roo, MX

Event Description

Panic En La Playa at Hard Rock Hotel Riviera Maya is a premier festivals event in Puerto Aventuras. 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: 53/100

Expected Attendance: 1,483 people

Event ID: HPRYGUbzrf8YBYZRpy

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 593 across all properties

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