

Rock the Tides at Barcelo Riviera Maya

DATE: Friday, November 7, 2025
LOCATION: Playa Del Carmen, MX

Event Description

Rock the Tides at Barcelo Riviera Maya is a premier festivals 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: festivals

Importance Rank: 51/100

Expected Attendance: 1,130 people

Event ID: 86ye9YpsPzQFw8NyJe

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.
