

Sierra Hull, Eggy, and Karina Rykman

DATE: Tuesday, January 20, 2026

LOCATION: Riviera Maya, MX

Event Description

Sierra Hull, Eggy, and Karina Rykman is a premier festivals event in Riviera Maya. 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: 58/100

Expected Attendance: 2,498 people

Event ID: 6fnioAJqvttcA8J5Yv

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 999 across all properties

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