

Slightly Stoopid, Dirty Heads, Rebelution, and 2 others

DATE: Saturday, January 10, 2026
LOCATION: Riviera Maya, MX

Event Description

Slightly Stoopid, Dirty Heads, Rebelution, and 2 others 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: 57/100

Expected Attendance: 2,180 people

Event ID: 3byqjd3pLf3ivVcob5

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 872 across all properties

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