

# Sobriety Under The Sun Convention

DATE: Friday, January 23, 2026  
LOCATION: Puerto Vallarta, Jalisco, MX

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## Event Description

Sobriety Under The Sun Convention is a premier conferences event in Puerto Vallarta. 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:** conferences

**Importance Rank:** 44/100

**Expected Attendance:** 492 people

**Event ID:** A4Ecze3D8GEyLwgKBD

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 197 across all properties

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

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