

Strings & Sol at Dreams Sapphire Resort & Spa

DATE: Monday, December 15, 2025
LOCATION: Puerto Morelos, Quintana Roo, MX

Event Description

Strings & Sol at Dreams Sapphire Resort & Spa is a premier festivals event in Puerto Morelos. 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: 1,440 people

Event ID: GkPsTVqnpehicU5XAa

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: 576 across all properties

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