Wilco, Dr. Dog, Yo La Tengo, and 12 others

DATE: Thursday, January 15, 2026
LOCATION: Riviera Maya, MX

Event Description

Wilco, Dr. Dog, Yo La Tengo, and 12 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: 58/100
Expected Attendance: 2,399 people
Event ID: GVxattyytb2v7FZ5oG

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: 960 across all properties

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