

Wilco s Sky Blue Sky at Hard Rock Hotel Riviera Maya

DATE: Saturday, January 17, 2026
LOCATION: Puerto Aventuras, Quintana Roo, MX

Event Description

Wilco s Sky Blue Sky at Hard Rock Hotel Riviera Maya is a premier festivals event in Puerto Aventuras. 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: 52/100

Expected Attendance: 1,247 people

Event ID: DyrwLpKS5wS9dUKE2o

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 499 across all properties

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