

Oveja Negra • The Final Night of the Souls

DATE: Tuesday, November 4, 2025

LOCATION: Sayulita, Nayarit, MX

Event Description

Oveja Negra • The Final Night of the Souls is a premier performing-arts event in Sayulita. 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: performing-arts

Importance Rank: 48/100

Expected Attendance: 769 people

Event ID: GY2atqZP4gtRSFkZB4

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 308 across all properties

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