

# SonrisaFest Night Market

DATE: Thursday, August 21, 2025  
LOCATION: Fayetteville, Arkansas, US

---

## Event Description

SonrisaFest Night Market is a premier festivals event in Fayetteville. 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:** 39/100

**Expected Attendance:** 278 people

**Event ID:** Gd7t4aHZMZVaQSJDom

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 111 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/sonrisafest-night-market>

Document generated on 6/4/2026, 1:12:40 AM