

THE GREATEST SHOW ON EARTH

DATE: Wednesday, October 15, 2025
LOCATION: Puerto Vallarta, Jalisco, MX

Event Description

THE GREATEST SHOW ON EARTH is a premier performing-arts event in Puerto Vallarta. 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: 36/100
Expected Attendance: 209 people
Event ID: HS7TQUq57rkouZkeM8

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 84 across all properties

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