

23rd Annual Big Barn Dance Music Festival at Taos, NM &ðþ Ø<ß»Ø<ß¶

DATE: Thursday, September 4, 2025
LOCATION: Taos, New Mexico, US

Event Description

23rd Annual Big Barn Dance Music Festival at Taos, NM &ðþ Ø<ß»Ø<ß¶ is a premier festivals event in Taos 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: 53/100

Expected Attendance: 1,386 people

Event ID: FKHt9Xjg6dE6nCURFJ

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 554 across all properties

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