

36th Annual Totah Festival, Indian Market, and Powwow & Gourd Dance

DATE: Saturday, August 30, 2025
LOCATION: Farmington, New Mexico, US

Event Description

36th Annual Totah Festival, Indian Market, and Powwow & Gourd Dance is a premier festivals event in Farmington. 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: 50/100

Expected Attendance: 1,027 people

Event ID: 5tGDqnnKUMngyyeP5q

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 411 across all properties

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