

Albuquerque, NM - Makeup Blowout Sale Event!

DATE: Friday, August 15, 2025
LOCATION: Albuquerque, New Mexico, US

Event Description

Albuquerque, NM - Makeup Blowout Sale Event! is a premier expos event in Albuquerque. 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: expos
Importance Rank: 60/100
Expected Attendance: 3,212 people
Event ID: 3WjvCQLgMhqvQizp3Q

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,285 across all properties

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