

Annita Cocktail presents: Drag Up Your Life!

DATE: Sunday, August 24, 2025
LOCATION: Las Cruces, New Mexico, US

Event Description

Annita Cocktail presents: Drag Up Your Life! is a premier performing-arts event in Las Cruces. 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: 50/100
Expected Attendance: 10,000 people
Event ID: 324FH8nLucQVnKfq3d

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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

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