

Cary Morin, Gary Farmer, Jono Manson, and Celeste Di Iorio

DATE: Thursday, August 14, 2025
LOCATION: Santa Fe, New Mexico, US

Event Description

Cary Morin, Gary Farmer, Jono Manson, and Celeste Di Iorio is a premier concerts event in Santa Fe. 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: concerts

Importance Rank: 43/100

Expected Attendance: 422 people

Event ID: 9MH8DGfmeNZB5XRM9j

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 169 across all properties

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