

Children's Entrepreneur Market at Sunday is Funday

DATE: Sunday, August 17, 2025
LOCATION: Rio Rancho, New Mexico, US

Event Description

Children's Entrepreneur Market at Sunday is Funday is a premier festivals event in Rio Rancho. 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: 43/100

Expected Attendance: 437 people

Event ID: EZYrdrDUL2ivraHPb

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: 175 across all properties

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