

Cirque Musica Holiday Wonderland

DATE: Monday, December 22, 2025
LOCATION: Grand Junction, Colorado, US

Event Description

Cirque Musica Holiday Wonderland is a premier performing-arts event in Grand Junction. 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: 1,025 people

Event ID: F5XSCydcvscdzDVLgT

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: 410 across all properties

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

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