

Coffee and Conversation with KRWG Public Media

DATE: Thursday, August 14, 2025
LOCATION: Truth or Consequences, New Mexico, US

Event Description

Coffee and Conversation with KRWG Public Media is a premier community event in Truth or Consequences. 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: community

Importance Rank: 32/100

Expected Attendance: 124 people

Event ID: BnGAC73iRkpw5kDejm

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 50 across all properties

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