

CYRANO: A New Exodus Experience — Welcome Back to High School, B****

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

Event Description

CYRANO: A New Exodus Experience — Welcome Back to High School, B**** is a premier performing-arts 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: performing-arts
Importance Rank: 38/100
Expected Attendance: 260 people
Event ID: 66KfWVQGmgNT28KCKJ

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 104 across all properties

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