

# Hogan and Moss and The Old Weird America

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

## Event Description

Hogan and Moss and The Old Weird America 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:** 29/100

**Expected Attendance:** 90 people

**Event ID:** 4X3Rbe6Cbdt3iXfjLG

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 36 across all properties

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