

# Icons of the West: Indian Market

DATE: Friday, August 15, 2025  
LOCATION: Santa Fe, New Mexico, US

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## Event Description

Icons of the West: Indian Market is a premier expos 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:** expos

**Importance Rank:** 48/100

**Expected Attendance:** 831 people

**Event ID:** AjL8kNHnoqKKZ3JHDD

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 332 across all properties

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

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