

Indianapolis Mariachi & Folklore Festival 2025 at the Indiana State Museum-Entrada Gratis!!

DATE: Saturday, August 23, 2025
LOCATION: Indianapolis, Indiana, US

Event Description

Indianapolis Mariachi & Folklore Festival 2025 at the Indiana State Museum-Entrada Gratis!! is a premier expos event in Indianapolis. 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: 62/100

Expected Attendance: 4,056 people

Event ID: E53i83LVXA5BYPPux5

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,622 across all properties

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