

IndigenousWays Festival 2025 - August

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

Event Description

IndigenousWays Festival 2025 - August is a premier festivals 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: festivals

Importance Rank: 48/100

Expected Attendance: 754 people

Event ID: CzwwGDLDWQekUFh2CN

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: 302 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/indigenousways-festival-2025-august>

Document generated on 6/4/2026, 3:57:26 AM