

Jason Boland & The Stragglers in Red River

DATE: Friday, August 15, 2025
LOCATION: Red River, New Mexico, US

Event Description

Jason Boland & The Stragglers in Red River is a premier festivals event in Red River. 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: 43/100

Expected Attendance: 464 people

Event ID: Htbw4SdRXUvkT3Xu4b

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 186 across all properties

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