

Milk & Cookies with Goats

DATE: Sunday, December 14, 2025
LOCATION: Portales, New Mexico, US

Event Description

Milk & Cookies with Goats is a premier community event in Portales. 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: community

Importance Rank: 40/100

Expected Attendance: 299 people

Event ID: 3Nqvu5gpJ9jLPP5aCh

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 120 across all properties

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