

Movies Under The Stars PLUS Free Petting Zoo!

DATE: Friday, August 15, 2025
LOCATION: Hobbs, New Mexico, US

Event Description

Movies Under The Stars PLUS Free Petting Zoo! is a premier performing-arts event in Hobbs. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: GTfHduEkMPeDA9w4j2

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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