

Northern NM Fine Arts and Crafts Fall Show

DATE: Saturday, September 20, 2025
LOCATION: Santa Fe, New Mexico, US

Event Description

Northern NM Fine Arts and Crafts Fall Show 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: 60/100

Expected Attendance: 3,000 people

Event ID: 57xu8H8tWLYZTKJ7z8

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,200 across all properties

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