

Nye Rocking Through The Ages

DATE: Wednesday, December 31, 2025
LOCATION: Mescalero, New Mexico, US

Event Description

Nye Rocking Through The Ages is a premier concerts event in Mescalero. 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: concerts

Importance Rank: 60/100

Expected Attendance: 2,997 people

Event ID: 4wG4nw4ZUtQ3ZWsagu

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: 1,199 across all properties

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

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