

San Juan College Art Faculty & Staff Exhibition

DATE: Monday, August 18, 2025
LOCATION: Farmington, New Mexico, US

Event Description

San Juan College Art Faculty & Staff Exhibition is a premier expos event in Farmington. 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: expos

Importance Rank: 51/100

Expected Attendance: 1,178 people

Event ID: 6RXbSyqykZaBLwTuH3

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 471 across all properties

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

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