

Santa Fe Scenic

DATE: Sunday, September 28, 2025
LOCATION: Santa Fe, New Mexico, US

Event Description

Santa Fe Scenic is a premier community 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: community

Importance Rank: 39/100

Expected Attendance: 267 people

Event ID: 3s9g8Xf9rDgiojRcnm

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 107 across all properties

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