

Santa's Factory & The Glowing Alley 2025

DATE: Friday, December 12, 2025
LOCATION: Ix-Xewkija, MT

Event Description

Santa's Factory & The Glowing Alley 2025 is a premier festivals event in Ix-Xewkija. 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: 35/100

Expected Attendance: 172 people

Event ID: CGFHqmM7fYt38qNH9r

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 69 across all properties

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