

Sip & Paint with Brent Cooper

DATE: Wednesday, August 13, 2025
LOCATION: Alamogordo, New Mexico, US

Event Description

Sip & Paint with Brent Cooper is a premier community event in Alamogordo. 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: 31/100

Expected Attendance: 116 people

Event ID: 9hQGAqHvUhd9FaLD8x

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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

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