

# Summer Dean in Red River

DATE: Friday, August 15, 2025  
LOCATION: Red River, New Mexico, US

---

## Event Description

Summer Dean in Red River is a premier festivals event in Red River. 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:** 41/100

**Expected Attendance:** 339 people

**Event ID:** BjSNFk6gryLY5sDqVY

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 136 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/summer-dean-in-red-river>

Document generated on 6/3/2026, 11:39:20 PM