

Summer Music Series - Piper Adamian Last Night's News

DATE: Thursday, August 14, 2025
LOCATION: Ruidoso, New Mexico, US

Event Description

Summer Music Series - Piper Adamian Last Night's News is a premier concerts event in Ruidoso. 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: concerts
Importance Rank: 40/100
Expected Attendance: 320 people
Event ID: GCHkvZNqd5FcFJtyK

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 128 across all properties

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