

# Taos Mountain Wellness Festival

DATE: Friday, August 15, 2025  
LOCATION: Taos Ski Valley, New Mexico, US

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## Event Description

Taos Mountain Wellness Festival is a premier festivals event in Taos Ski Valley. 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:** 47/100

**Expected Attendance:** 704 people

**Event ID:** AibhTbwoAoVmqaseiW

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 282 across all properties

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

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Document generated on 6/4/2026, 8:37:56 AM