

Tico Time Harvest Music Festival

DATE: Friday, September 19, 2025
LOCATION: Aztec, New Mexico, US

Event Description

Tico Time Harvest Music Festival is a premier festivals event in Aztec. 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: 50/100

Expected Attendance: 974 people

Event ID: FLiAmMRp9t6HwUAzmb

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 390 across all properties

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