

Wine Down Wednesday - Music by Chris Escarcega

DATE: Wednesday, August 13, 2025
LOCATION: Las Cruces, New Mexico, US

Event Description

Wine Down Wednesday - Music by Chris Escarcega is a premier performing-arts event in Las Cruces. 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: performing-arts
Importance Rank: 34/100
Expected Attendance: 155 people
Event ID: DziJddBNYXUQp8s8yv

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 62 across all properties

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