

# Winter Conference on Mass Spectrometry

DATE: Thursday, January 29, 2026  
LOCATION: Santa Fe, New Mexico, US

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## Event Description

Winter Conference on Mass Spectrometry is a premier conferences event in Santa Fe. 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:** conferences

**Importance Rank:** 40/100

**Expected Attendance:** 300 people

**Event ID:** HsTXSy8D4PqR6iVpAK

## 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:** 120 across all properties

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