

Zach Williams with We The Kingdom

DATE: Sunday, October 26, 2025
LOCATION: Rio Rancho, New Mexico, US

Event Description

Zach Williams with We The Kingdom is a premier concerts event in Rio Rancho. 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: 61/100

Expected Attendance: 3,595 people

Event ID: 67jVaJK4px8NhTXWkG

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,438 across all properties

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