

# The Nukes A Road Trip In Song Artbeat Spring Festival Launch Concert

DATE: Thursday, September 4, 2025  
LOCATION: Thames, Waikato Region, NZ

## Event Description

The Nukes A Road Trip In Song Artbeat Spring Festival Launch Concert is a premier festivals event in Thames. 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:** 44/100

**Expected Attendance:** 522 people

**Event ID:** pytHmQUuV7jDLF7dfA

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 209 across all properties

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