

Avatar: The Last Airbender In Concert at New Jersey Performing Arts Center (NJPAC)

DATE: Friday, October 3, 2025
LOCATION: Newark, New Jersey, US

Event Description

Avatar: The Last Airbender In Concert at New Jersey Performing Arts Center (NJPAC) is a premier concerts event in Newark. 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: 57/100

Expected Attendance: 2,182 people

Event ID: 6hJtJcL4scMHWmnnVh

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 873 across all properties

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