

Defiant & Lake City Auto's 4th Annual Rev, White and Brew Cruise Night

DATE: Friday, August 15, 2025
LOCATION: Laconia, New Hampshire, US

Event Description

Defiant & Lake City Auto's 4th Annual Rev, White and Brew Cruise Night is a premier concerts event in Laconia. 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: 34/100

Expected Attendance: 166 people

Event ID: HtTQpR8Jyu8uqrKb3N

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: 66 across all properties

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

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<https://becircadian.com/events/defiant-lake-city-autos-4th-annual-rev-white-and-brew-cruise-night>

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