

ELF - The Musical at State Theatre

DATE: Sunday, November 16, 2025
LOCATION: New Brunswick, New Jersey, US

Event Description

ELF - The Musical at State Theatre is a premier performing-arts event in New Brunswick. 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: performing-arts

Importance Rank: 49/100

Expected Attendance: 885 people

Event ID: 7s6WsBZF7iPRyL7Wie

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 354 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/elf-the-musical-at-state-theatre>

Document generated on 6/4/2026, 7:28:43 AM