

Karthik Live In Concert - Vijayawada Utsav

DATE: Wednesday, October 1, 2025
LOCATION: Vijayawada, Andhra Pradesh, IN

Event Description

Karthik Live In Concert - Vijayawada Utsav is a premier concerts event in Vijayawada. 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: 36/100

Expected Attendance: 203 people

Event ID: w5t2gqoDMYWkhFYUWo

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 81 across all properties

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