

# New Dawn Starkestra @ Big What festival

DATE: Thursday, August 21, 2025

LOCATION: Axton, Virginia, US

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## Event Description

New Dawn Starkestra @ Big What festival is a premier festivals event in Axton. 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:** 39/100

**Expected Attendance:** 277 people

**Event ID:** 4Z3jDUGq8bQ6FPbLVW

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 111 across all properties

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

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Document generated on 6/4/2026, 9:09:44 AM