

Queen Machine - 40 Years of Live Aid

DATE: Saturday, November 29, 2025
LOCATION: Næstved, Næstved Municipality, DK

Event Description

Queen Machine - 40 Years of Live Aid is a premier performing-arts event in Næstved. 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: 55/100
Expected Attendance: 1,748 people
Event ID: HZh33Z5ZNEb85G2xYB

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 699 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, 9:30:55 AM