

# That Motown Band

DATE: Wednesday, August 13, 2025  
LOCATION: Huntington, New York, US

---

## Event Description

That Motown Band is a premier festivals event in Huntington. 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:** 43/100

**Expected Attendance:** 438 people

**Event ID:** 5DUKPtJBASZGzg2ZaS

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 175 across all properties

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

---