

That's Messed Up LIVE!

DATE: Thursday, August 14, 2025

LOCATION: New York, US

Event Description

That's Messed Up LIVE! is a premier performing-arts event in the region. 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: 38/100

Expected Attendance: 246 people

Event ID: Eydu3wxWVRhzyTsHSU

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 98 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/thats-messed-up-live>

Document generated on 6/3/2026, 9:18:55 PM