

# The Lumineers and The Head and the Heart

DATE: Thursday, January 15, 2026

LOCATION: Newcastle, AU

## Event Description

The Lumineers and The Head and the Heart is a premier concerts event in Newcastle. 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:** 65/100

**Expected Attendance:** 5,836 people

**Event ID:** AHpdUgS4GZ89vT6Pvq

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,334 across all properties

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