& Juliet

DATE: Wednesday, September 24, 2025
LOCATION: Wagga Wagga, New South Wales, AU

Event Description

& Juliet is a premier performing-arts event in Wagga Wagga. 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: 44/100
Expected Attendance: 528 people
Event ID: CYMKxD3RuVWUgmJihH

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: 211 across all properties

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