

# **\*\* NOW FREE ENTRY!!\*\* An evening of Heavy Desert Rock in the Deep South feat. Gorilla Glue / Lotus**

DATE: Saturday, November 15, 2025  
LOCATION: Bridgetown, Western Australia, AU

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## **Event Description**

**\*\* NOW FREE ENTRY!!\*\*** An evening of Heavy Desert Rock in the Deep South feat. Gorilla Glue / Lotus is a premier concerts event in Bridgetown. 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:** 35/100

**Expected Attendance:** 185 people

**Event ID:** BxZXwEweRa6DBCBnS3

## **Hotel Demand Indicators**

**ADR Impact Index:** 4.5x 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:** 74 across all properties

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