

2025 Cluster Muster #1

DATE: Sunday, September 14, 2025
LOCATION: Albany, Western Australia, AU

Event Description

2025 Cluster Muster #1 is a premier concerts event in Albany. 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: 36/100

Expected Attendance: 199 people

Event ID: EBCws7Hp3o8siN2GSp

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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