

# 9.12 'Î-FUœRgk'w\_ e>ž! - `‰V

DATE: Friday, September 12, 2025  
LOCATION: Haymarket, New South Wales, AU

## Event Description

9.12 'Î-FUœRgk'w\_ e>ž! - `‰\<W: is a premier performing-arts event in Haymarket. 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:** 31/100  
**Expected Attendance:** 115 people  
**Event ID:** 3nUosoSkv9APBbM6M3

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 46 across all properties

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