

AIM Musical | SYD | Ladies in Black

DATE: Wednesday, August 27, 2025
LOCATION: Dawes Point, New South Wales, AU

Event Description

AIM Musical | SYD | Ladies in Black is a premier performing-arts event in Dawes Point. 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: 35/100

Expected Attendance: 181 people

Event ID: 9862Y5mYCBwqY4iooh

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: 72 across all properties

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

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