

ALBANY 19 AUGUST: BAD MUMS

DATE: Tuesday, August 19, 2025
LOCATION: Albany, Western Australia, AU

Event Description

ALBANY 19 AUGUST: BAD MUMS is a premier performing-arts 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: performing-arts
Importance Rank: 33/100
Expected Attendance: 142 people
Event ID: 7Jzn8iVnU7brQdPE9o

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 57 across all properties

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