

August Live Music

DATE: Friday, August 29, 2025
LOCATION: Salamander Bay, New South Wales, AU

Event Description

August Live Music is a premier performing-arts event in Salamander Bay. 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: 41/100
Expected Attendance: 361 people
Event ID: Fue9WAaeFmCWi7um6f

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 144 across all properties

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