

Baile Alma to Soul 2

DATE: Thursday, September 25, 2025
LOCATION: Surry Hills, New South Wales, AU

Event Description

Baile Alma to Soul 2 is a premier performing-arts event in Surry Hills. 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: 48/100
Expected Attendance: 828 people
Event ID: GeUQ25SAAeUf3Fn8vC

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 331 across all properties

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