

# Blues Night with Sarah Fallon

DATE: Friday, September 12, 2025  
LOCATION: The Gap, Northern Territory, AU

---

## Event Description

Blues Night with Sarah Fallon is a premier concerts event in The Gap. 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:** concerts

**Importance Rank:** 35/100

**Expected Attendance:** 171 people

**Event ID:** ESzY6qiqTQQgyPFgbL

## 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:** 68 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/blues-night-with-sarah-fallon>

Document generated on 6/4/2026, 2:34:00 AM