

Book Week Celebration featuring Bluey Live Experience!

DATE: Wednesday, August 20, 2025
LOCATION: Shellharbour City Centre, New South Wales, AU

Event Description

Book Week Celebration featuring Bluey Live Experience! is a premier performing-arts event in Shellharbour City Centre. 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: 44/100
Expected Attendance: 502 people
Event ID: Ac4ansJz35cQfAe96t

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 201 across all properties

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