

BPM x FLEX\FRI 24 OCT\NORA

DATE: Friday, October 24, 2025
LOCATION: Sydney, New South Wales, AU

Event Description

BPM x FLEX\FRI 24 OCT\NORA is a premier concerts event in Sydney. 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: 49/100

Expected Attendance: 912 people

Event ID: 5v6kqWeojRMbkM2KZy

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 365 across all properties

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