

BPM SYDNEY\FRI 22 AUG\K-POP NIGHT

DATE: Friday, August 22, 2025
LOCATION: Sydney, New South Wales, AU

Event Description

BPM SYDNEY\FRI 22 AUG\K-POP NIGHT is a premier performing-arts 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: performing-arts

Importance Rank: 44/100

Expected Attendance: 496 people

Event ID: 93DhZxwp9AwVqnBUq7

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: 198 across all properties

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