

# Brett O'Malley

DATE: Friday, September 19, 2025  
LOCATION: Mayfield, New South Wales, AU

---

## Event Description

Brett O'Malley is a premier festivals event in Mayfield. 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:** festivals

**Importance Rank:** 36/100

**Expected Attendance:** 209 people

**Event ID:** FLG8kogQS2tkV5wUa5

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 84 across all properties

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

---