

Bring It On: The Musical

DATE: Wednesday, August 27, 2025
LOCATION: Stuart, Northern Territory, AU

Event Description

Bring It On: The Musical is a premier performing-arts event in Stuart. 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: 39/100
Expected Attendance: 270 people
Event ID: BdQ5t5TsWkUUz956jA

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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

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