

# CBRB @ Cronulla Fest, 6 Sep 2025

DATE: Friday, September 5, 2025  
LOCATION: Cronulla, New South Wales, AU

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## Event Description

CBRB @ Cronulla Fest, 6 Sep 2025 is a premier festivals event in Cronulla. 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:** 54/100

**Expected Attendance:** 1,557 people

**Event ID:** EKgiQVVdhjGoDFvYH5

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 623 across all properties

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

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Document generated on 6/4/2026, 3:04:32 AM