

# Celebrate the Seals 61st Birthday!

## Featuring: The Jellybean Jam Band! FREE

DATE: Saturday, August 30, 2025  
LOCATION: Maroubra, New South Wales, AU

### Event Description

Celebrate the Seals 61st Birthday! Featuring: The Jellybean Jam Band! FREE is a premier concerts event in Maroubra. 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:** 32/100

**Expected Attendance:** 123 people

**Event ID:** FFVbZ5JuC3tZmcCTPs

### Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 49 across all properties

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