

Central Coast House Music Events & Six String at The Sawmill presents Illya

DATE: Thursday, August 28, 2025
LOCATION: Erina, New South Wales, AU

Event Description

Central Coast House Music Events & Six String at The Sawmill presents Illya is a premier festivals event in Erina. 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: 39/100
Expected Attendance: 291 people
Event ID: 3TRbeRUBy8vyGf5NkG

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: 116 across all properties

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