

Chilled Sunday @ The Bay

DATE: Saturday, August 23, 2025
LOCATION: Cessnock, New South Wales, AU

Event Description

Chilled Sunday @ The Bay is a premier community event in Cessnock. 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: community

Importance Rank: 42/100

Expected Attendance: 417 people

Event ID: DmEDryvFz7aBgG3LPT

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 167 across all properties

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