

CST Big Band - August 2025

DATE: Wednesday, August 27, 2025
LOCATION: Norwood, South Australia, AU

Event Description

CST Big Band - August 2025 is a premier performing-arts event in Norwood. 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: 42/100
Expected Attendance: 398 people
Event ID: 3PKJRQkkPtNSc96WDw

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: 159 across all properties

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

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