

# Deva

DATE: Friday, September 19, 2025  
LOCATION: Sydney, New South Wales, AU

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## Event Description

Deva is a premier concerts event in Sydney. 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:** 64/100

**Expected Attendance:** 4,768 people

**Event ID:** 5ymMwTUoh2uPzZDWVk

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,907 across all properties

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