

DJ CALICIOUS HEADLINES THE SHAMROCK RELAUNCH

DATE: Friday, August 22, 2025
LOCATION: Muswellbrook, New South Wales, AU

Event Description

DJ CALICIOUS HEADLINES THE SHAMROCK RELAUNCH is a premier community event in Muswellbrook. 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: 35/100

Expected Attendance: 183 people

Event ID: 5F2voDXcJ8Fk5HQWKV

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 73 across all properties

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