

# DROP LEGS supported by Mohilaa & Casey May and The Lovers | FREE SUNDAY SHOW | Beach Hotel Byron Bay

DATE: Saturday, September 13, 2025  
LOCATION: Byron Bay, New South Wales, AU

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## Event Description

DROP LEGS supported by Mohilaa & Casey May and The Lovers | FREE SUNDAY SHOW | Beach Hotel Byron Bay is a premier festivals event in Byron Bay. 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:** 47/100  
**Expected Attendance:** 669 people  
**Event ID:** FkjMba49cTw9ydY8WH

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 268 across all properties

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