

FREE DRINK - Marshall Hamburger LIVE at The Soda Factory

DATE: Saturday, September 27, 2025
LOCATION: Surry Hills, New South Wales, AU

Event Description

FREE DRINK - Marshall Hamburger LIVE at The Soda Factory is a premier concerts event in Surry Hills. 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: 39/100

Expected Attendance: 270 people

Event ID: EAHVoQLY4zZVmBrExz

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 108 across all properties

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