

Hotel Sweeney's x Rocky Ridge Tap Takeover

DATE: Thursday, October 23, 2025
LOCATION: Sydney, New South Wales, AU

Event Description

Hotel Sweeney's x Rocky Ridge Tap Takeover is a premier festivals 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: festivals

Importance Rank: 40/100

Expected Attendance: 311 people

Event ID: 9gm4r5auSPYRchdbGF

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 124 across all properties

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