

# IF IT'S NEW AND THE END OF MAITLAND PRESENTS: "REPETITION COMPULSION" @ Sun Street Studios

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

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## Event Description

IF IT'S NEW AND THE END OF MAITLAND PRESENTS: "REPETITION COMPULSION" @ Sun Street Studios is a premier festivals event in Maitland. 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:** 33/100  
**Expected Attendance:** 149 people  
**Event ID:** GxvKeZHNgAPjt8NNid

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 60 across all properties

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

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