

instax LiPlay+ Launch event with Jordan Gogos

DATE: Saturday, November 1, 2025
LOCATION: Ultimo, New South Wales, AU

Event Description

instax LiPlay+ Launch event with Jordan Gogos is a premier concerts event in Ultimo. 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: 43/100
Expected Attendance: 430 people
Event ID: Cot8gXnfLjAcVYUyFz

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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