

# It's Complicated... - Sydney Fringe Festival

DATE: Monday, September 8, 2025  
LOCATION: Marrickville, New South Wales, AU

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## Event Description

It's Complicated... - Sydney Fringe Festival is a premier festivals event in Marrickville. 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:** 54/100

**Expected Attendance:** 1,543 people

**Event ID:** A3pkeUoAzQqpatuQLd

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 617 across all properties

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

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