

Jam Night at Matsos - LAST one for the season!

DATE: Tuesday, September 30, 2025
LOCATION: Broome, Western Australia, AU

Event Description

Jam Night at Matsos - LAST one for the season! is a premier concerts event in Broome. 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: 279 people
Event ID: Dyxgpmtq852iFNp7nJ

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: 112 across all properties

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