

# James Morrison, James Morrison at State Theatre

DATE: Thursday, November 20, 2025  
LOCATION: Sydney, New South Wales, AU

## Event Description

James Morrison, James Morrison at State Theatre is a premier concerts 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:** concerts

**Importance Rank:** 53/100

**Expected Attendance:** 1,383 people

**Event ID:** 6MRYw5aq8UfckbWP4

## Hotel Demand Indicators

**ADR Impact Index:** 6.0x 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:** 553 across all properties

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