

# Jazz:NOW Ep. 6 - STROPHE featuring Mara Schwerdtfeger/Shannon May-Powell + Max Alduca Quintet

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

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## Event Description

Jazz:NOW Ep. 6 - STROPHE featuring Mara Schwerdtfeger/Shannon May-Powell + Max Alduca Quintet is a premier festivals event in Paddington. 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:** 36/100

**Expected Attendance:** 191 people

**Event ID:** BvBvgpVcfmXKfV85b2

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 76 across all properties

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