

Jess Williams - Friday Night Live - Northlakes Tavern

DATE: Thursday, August 21, 2025
LOCATION: San Remo, New South Wales, AU

Event Description

Jess Williams - Friday Night Live - Northlakes Tavern is a premier performing-arts event in San Remo. 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: performing-arts
Importance Rank: 44/100
Expected Attendance: 517 people
Event ID: CWD2kCsmHDT7qZHrT

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: 207 across all properties

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

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