

Keith Urban at WIN Entertainment Centre

DATE: Wednesday, August 20, 2025
LOCATION: Wollongong, New South Wales, AU

Event Description

Keith Urban at WIN Entertainment Centre is a premier concerts event in Wollongong. 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: 63/100

Expected Attendance: 4,568 people

Event ID: 6q6TRSj4zcNgp9aMv9

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,827 across all properties

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

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