

Live Music// Brody Ireland

DATE: Thursday, August 21, 2025
LOCATION: Port Macquarie, New South Wales, AU

Event Description

Live Music// Brody Ireland is a premier performing-arts event in Port Macquarie. 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: 46/100
Expected Attendance: 657 people
Event ID: 78LRBprMRZujXMeKp7

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 263 across all properties

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