

# 'Love Will Lead You There' presented by New Gen Artistry

DATE: Saturday, November 8, 2025  
LOCATION: Potts Point, New South Wales, AU

## Event Description

'Love Will Lead You There' presented by New Gen Artistry is a premier concerts event in Potts Point. 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:** 34/100

**Expected Attendance:** 165 people

**Event ID:** 63fTDqnMBySMvqQs3M

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 66 across all properties

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