

Mash, Human Movement, La La, Demi Riquísimo, Milion, Willo, Duskus, Scrappa in Sydney

DATE: Sunday, October 5, 2025
LOCATION: North Sydney, New South Wales, AU

Event Description

Mash, Human Movement, La La, Demi Riquísimo, Milion, Willo, Duskus, Scrappa in Sydney is a premier concerts event in North Sydney. 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: 32/100

Expected Attendance: 119 people

Event ID: 8s3MtpazPEBUq2nAae

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 48 across all properties

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