

# Mike Rudd & George Butrumlis with Cash Backman.

DATE: Wednesday, September 24, 2025  
LOCATION: Brunswick East, Victoria, AU

## Event Description

Mike Rudd & George Butrumlis with Cash Backman. is a premier performing-arts event in Brunswick East. 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:** 39/100  
**Expected Attendance:** 294 people  
**Event ID:** 4wMKX8sVGs7p4oM8H5

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 118 across all properties

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