

Morning Melodies at The Cube

DATE: Monday, September 1, 2025
LOCATION: Campbelltown, New South Wales, AU

Event Description

Morning Melodies at The Cube is a premier performing-arts event in Campbelltown. 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: 45/100
Expected Attendance: 575 people
Event ID: 73UYaVzrHwsPCUePxK

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 230 across all properties

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

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Document generated on 6/4/2026, 3:10:17 AM