

Native Australian Belgian Wit Collaboration for Sydney Beer Week

DATE: Monday, October 20, 2025
LOCATION: The Rocks, New South Wales, AU

Event Description

Native Australian Belgian Wit Collaboration for Sydney Beer Week is a premier festivals event in The Rocks. 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: festivals

Importance Rank: 47/100

Expected Attendance: 747 people

Event ID: 5ZSwuok8mAz7SnZPjP

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 299 across all properties

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