

NGIC Music | I'm Not Ashamed

DATE: Saturday, October 4, 2025
LOCATION: Harrisdale, Western Australia, AU

Event Description

NGIC Music | I'm Not Ashamed is a premier concerts event in Harrisdale. 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: 157 people

Event ID: EqCYXYXDo9VdJ5JERx

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: 63 across all properties

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

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<https://becircadian.com/events/ngic-music-im-not-ashamed>

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