

Night at the Barracks - Missy Higgins

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

Event Description

Night at the Barracks - Missy Higgins is a premier concerts event in Manly. 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: 51/100

Expected Attendance: 1,135 people

Event ID: GKHWFtFbxqj4XfgpA4

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 454 across all properties

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