

PERFECT IMPERFECTION

DATE: Friday, August 22, 2025
LOCATION: North Sydney, New South Wales, AU

Event Description

PERFECT IMPERFECTION is a premier performing-arts event in North Sydney. 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: 56/100

Expected Attendance: 2,082 people

Event ID: 4i72FRu78tx3jcygu2

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 833 across all properties

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

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