

Play! Kids Festival presents Emma Memma: Dance Island Party

DATE: Saturday, October 4, 2025
LOCATION: Sutherland, New South Wales, AU

Event Description

Play! Kids Festival presents Emma Memma: Dance Island Party is a premier festivals event in Sutherland. 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: 58/100

Expected Attendance: 2,646 people

Event ID: Fr79vFv9Go2vvBG5g

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,058 across all properties

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