

Pop Icon Dance - Bring It On

DATE: Wednesday, September 24, 2025

LOCATION: Brunswick, Victoria, AU

Event Description

Pop Icon Dance - Bring It On is a premier performing-arts event in Brunswick. 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: 32/100

Expected Attendance: 125 people

Event ID: F7i2AXHdQSqDQ62VdK

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 50 across all properties

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